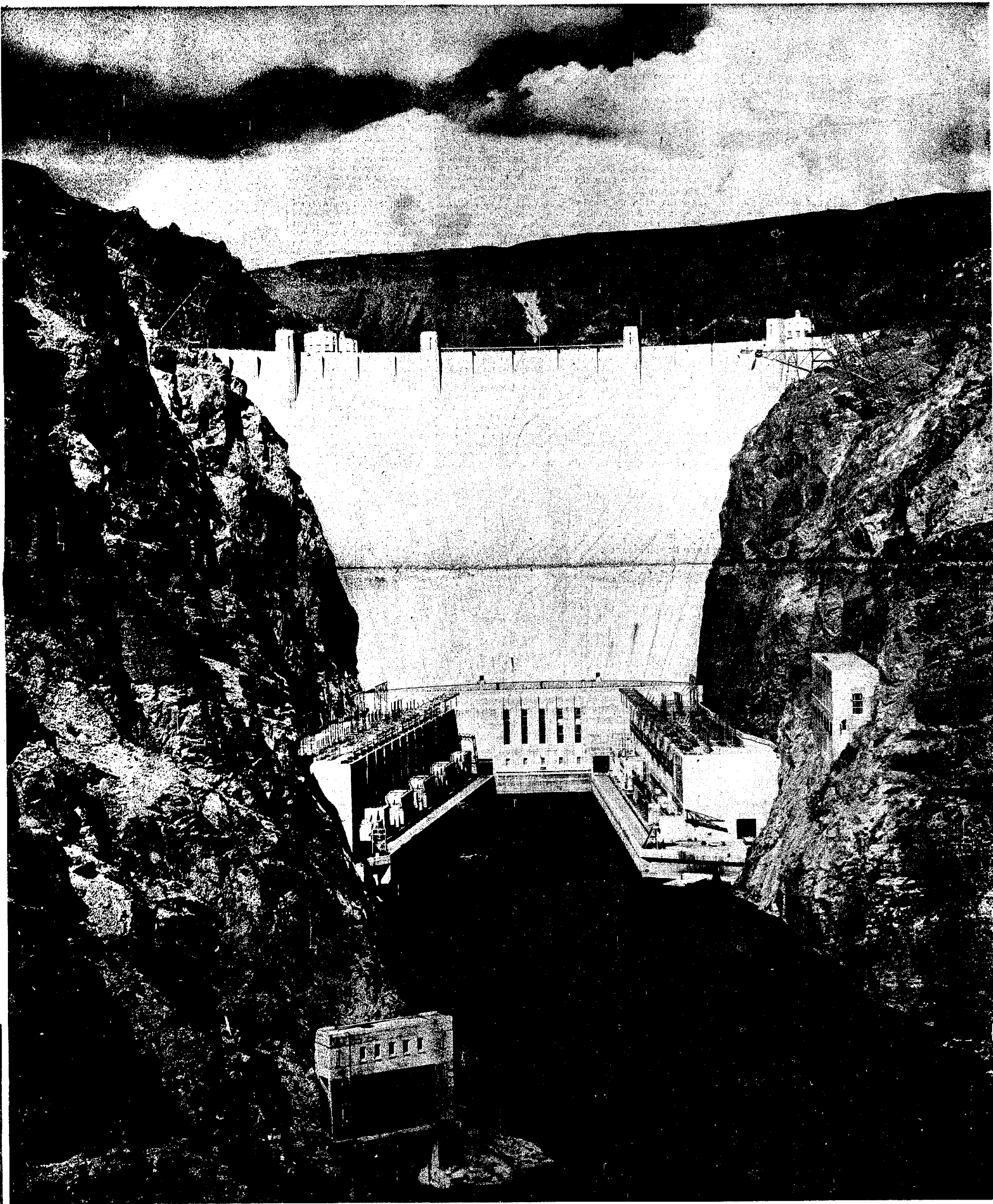


Press-Telegram *Southland*

LONG BEACH, CALIFORNIA, SUNDAY, FEBRUARY 26, 1950

MAGAZINE Section



IN THIS Section	
VOL. 3	NO. 4
Homes	6-8
Gardens	8-9
Pictures	3-5
Cooking	7
Fashions	4
Automobiles	10 to 15

Member
**PACIFIC SUNDAY
MAGAZINES**
FRED TAYLOR GARY,
Managing Editor

HOOVER DAM

Conquered by barriers of concrete and steel, such as Hoover and Parker Dams, the Colorado River becomes a giant serving man, yielding power and water for the Southland. See Page 5.

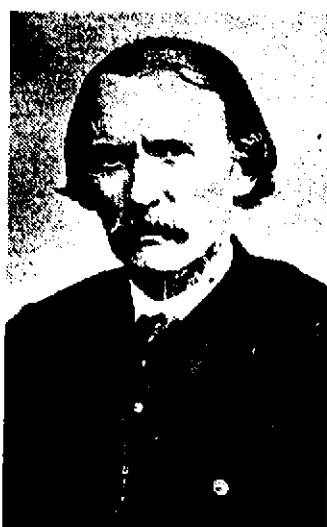
—Photo Courtesy Union Pacific Railroad.



Don Juan (El Rico) Avila poses at Mission San Juan Capistrano. He was a wealthy (rico) early Californian.



Dona Encarnacion was the statuesque wife of Avila.



Kit Carson, famous scout, once lived in Avila Adobe.

Avila Adobe

(Home of a Spanish Don)

IN FASCINATING Olvera St. in Los Angeles, is the old Avila adobe, one of the most historic and best preserved homes left of those romantic, long-ago Spanish California days. After the completion of the house, more than 125 years ago, the flags of Spain and Mexico flew over it. Then came that memorable day in the Mexican War when Cmdr. Stockton and Gen. Kearny with marines and soldiers entered the sleepy pueblo to the tune of Yankee Doodle. Kit Carson, famous scout, was with them. At once they made the Avila home their headquarters and raised the Stars and Stripes above it.

Cornelio Avila, the founder of the family in Los Angeles, had arrived from Sinaloa, Mexico, in 1783, just two years after Felipe de Neve had established the pueblo of Los Angeles. One of Cornelio's sons, Don Francisco Avila, at one time alcalde of the town, built this adobe on Olvera St. He married Encarnacion Sepulveda, (daughter of Francisco Sepulveda and Ramona Serano) who was noted for her statuesque beauty. Don Francisco, who owned much land and many cattle, spared no labor or expense in making his home as luxurious as possible for his charming bride.

A story is told by Don Francisco's granddaughter, Miss Sophie Rimpau, about his undiscovered gold. It was his custom to give his wife a gold coin when she needed money for household expenses. Each night he would bury the tin

By Maymie R. Krythe

cans, in which he kept his money, at different places on his land. His death occurred so unexpectedly that he didn't have a chance to tell his wife where his treasure was hidden. So the story goes that Don Francisco's lost gold is still buried in the neighborhood.

When it was first built, the L-shaped Avila house contained 18 rooms. However, during the 50s, an earthquake destroyed part of the building. So one wing was removed, and only eight of the original rooms remain today. This home was constructed of adobe bricks, with the customary two or three foot thick walls. The work was done by Indian servants, who also brought from the San Bernardino Mountains wood for the window and door frames and the heavy wooden shutters. At first the roof consisted of planks, covered with a layer of tules, made rain-proof by brea, or tar, carried in ox-drawn carretas from the famous La Brea pits. From the long veranda at the front of the Avila adobe, French doors, brought around the Horn from Boston, opened into the living room. There was also a porch at the back, with entrances to the various rooms.

AFTER the completion of their home, Don Francisco and Dona Encarnacion became known for their gracious hospitality. Soon the adobe was one of the chief social centers for the aristocratic families. Many gay parties took place within its walls, and

"there were fiestas where dancing feet tapped to the click of castanets."

When the first grand ball was given at the adobe, Don Vincente Sola, the last of the Spanish governors, was in power. But after Mexico took over California in 1822, 20 years of plotting and minor revolutions followed in Southern California. Then events of a very different nature from these festive social gatherings took place. Because of the numerous intrigues connected with it, the Avila adobe won the name of La Casa Revolucionaria.

After the death of Don Francisco, his widow, the stately Encarnacion, continued to live there with her two daughters, and the home as always was a popular social center.

WHEN THE American troops were reported to be approaching the pueblo from the south, Dona Encarnacion, who had heard rumors of "mythical atrocities committed by the Americans," fled with her daughters to the foothill home of Don Luis Vignes. She told her native servant, whom she left in charge of the Olvera St. adobe, not to open a door or window during her absence.

But the American band played stirring airs at the Plaza, and it was too much for the music-loving caretaker. Enticed by the music, he slipped out, leaving the front door unfastened. When Kit Carson and others reached the dusty streets of the pueblo trying to find a suitable place for the officers' headquarters, the scout took over the abandoned house. Cmdr. Stockton was delighted with the tasteful



Here is a view of Olvera Street at a gay instant when Spanish dancers caper in front of the old Avila Adobe, once a setting for bright social functions.



—Photos from C. C. Pierce Collection, Courtesy Title Insurance & Trust Co.

Young couple in early California garb converse in the picturesque patio of Casa de los Avilas, which is now a feature of Los Angeles' Olvera Street.

furniture and the charming surroundings and so the historic structure was the first building in town over which the American flag waved.

As the years went by the social life of the city moved

away from the neighborhood and the old structure gradually fell into decay. In 1927, the house was condemned but, before it could be torn down, in a plan to make way for a filling station, public-spirited

Angelenos came forward with funds to preserve and restore it.

Today, on Olvera St., the old home stands as a landmark, a point of interest and the oldest house in Los Angeles.

Customs Man Aboard

The U. S. Treasury Department, which overlooks few bets, puts its customs watchdogs aboard every incoming ship in Long Beach Harbor.

IN THE pre-dawn hours, or in the middle of the night, while passengers aboard ships entering the Long Beach-Los Angeles Harbor are sound asleep, a small boat chugs alongside the vessel, and up a gangway comes the United States customs inspector.

This is the phase of the customs work that is unknown to most sea travelers, but is vitally important to the Treasury Department and the people of this nation.

Motion pictures and actual

By Tom Hoxie

experience have combined to make familiar the search of baggage of landing passengers, and the work of the narcotics division in catching smugglers, but this work of boarding the incoming ships has a fascination all its own.

Picture yourself huddled in the dawn cold on a mist-covered dock in San Pedro as the first faint flush of the sun be-

comes visible to the east. Alongside the dock comes a small Coast Guard cutter and you pile aboard with the customs inspector, in this case Charles White, veteran of the service for 18 years.

He carries a large briefcase with a strap attached to a sling over his shoulder while he scales the side of the ship we are to visit.

"This morning we'll meet the Bougainville, a Norwegian due in from Hong Kong. She's in the outer harbor now, and if this fog doesn't lift a little we'll probably have a rough time finding her."

Under way, the Coast Guardsman at the helm picks his way up the channel, horn blating an occasional toot, and always listening for the sound of a ship's bell that will herald the location of our quarry.

Faintly to starboard we hear the clang of metal on metal and our helmsman eases up alongside the Bougainville. White dons his briefcase by the strap, leaving his hands free for the trip up the gangway.

Once aboard, we make our way to the cabin occupied by the master, just under the bridge deck. Capt. H. Berntzen is waiting for us and with him is the purser, in this case Miss Aylie Smith, a native of Canada.

After the usual greetings, White takes out his briefcase, obtains the ship's papers and begins an hour task of "paper work."

He is interested in the ship's manifest, which lists the cargo and contains 23 pages. He scans each page, checking the items listed, watching carefully for any errors or for articles that might be classified under the Treasury Department regulations.

Next is the listing of ports of call, dates and times of sailing of the vessel from every port on its voyage. Then a check of the passenger list, both native and alien, and their declarations of personal effects and purchases made abroad that may require payment of duty.

The crew list is checked and passports verified.

Now White has his "paper work" done, and can discuss the trip with the captain, and incidentally check on liquor supplies that are unopened.



In the early dawn, Inspector White goes aboard the Bougainville. The ship is still in the outer harbor.

Opened bottles, if there are not too many, are left alone, but all unopened spirits and cigarets are placed in a storeroom, locked and sealed by White.

This is all done for the protection of the American citizen and taxpayer, and is an in-

tegral part of the commerce of the port.

WORKING under Ted W. Marks, deputy collector for this port, are four experts who do the boarding of ships; 36 inspectors assigned to baggage inspection, and 40 officers who patrol ships and docks and



Capt. H. Berntzen of the Norwegian passenger-freight ship, Bougainville, signs papers for entry to local port as U. S. Customs Inspector Charles White looks on.

work on search and seizure cases of contraband, narcotics

(Continued on Page 6.)



—Photos by the Author.

Aylie Smith, Bougainville's purser, discusses the cargo manifest and other ship's papers with Inspector White, a veteran of 18 years with U. S. customs.



MEMORIAL PARK

Natural Beauty Everywhere

Palos Verdes hills, rich in historical lore, now achieve a new and lasting spiritual significance. Climate and location combine ideally to insure lasting and ever increasing beauty. Green Hills Memorial Park is cared for by expert landscape architects and capable caretakers under the perpetual care fund guarantee. Property as low as \$50. Convenient terms. Just 8 miles from Long Beach.

TELEPHONE 70-5868

or

MAIL COUPON TODAY



GREEN HILLS MEMORIAL PARK
900 ATLANTIC AVE.
LONG BEACH.

Please send me, without obligation, information on your BEFORE NEED PLAN.

NAME

ADDRESS..... CITY.....

Social Success starts with

Good dancing!

Be popular... sought after...

Learn to dance well the quick, easy Veloz way!

Anyone can learn to be a good dancer by the exclusive Veloz method. Here attractive, talented teachers start you dancing in one hour or TRIPLE YOUR MONEY BACK! It's easy... it's fun. Quickly, easily, you learn the simple Veloz "Master Key Step"—swing into the Rumba, Samba, Tango, Fox Trot, Waltz, Smooth Swing. Come in today.

Hours: 10 A. M. to 10 P. M. Sat., 10 A. M. to 6 P. M.

Phone 70-6947 Today for Appointment or Information

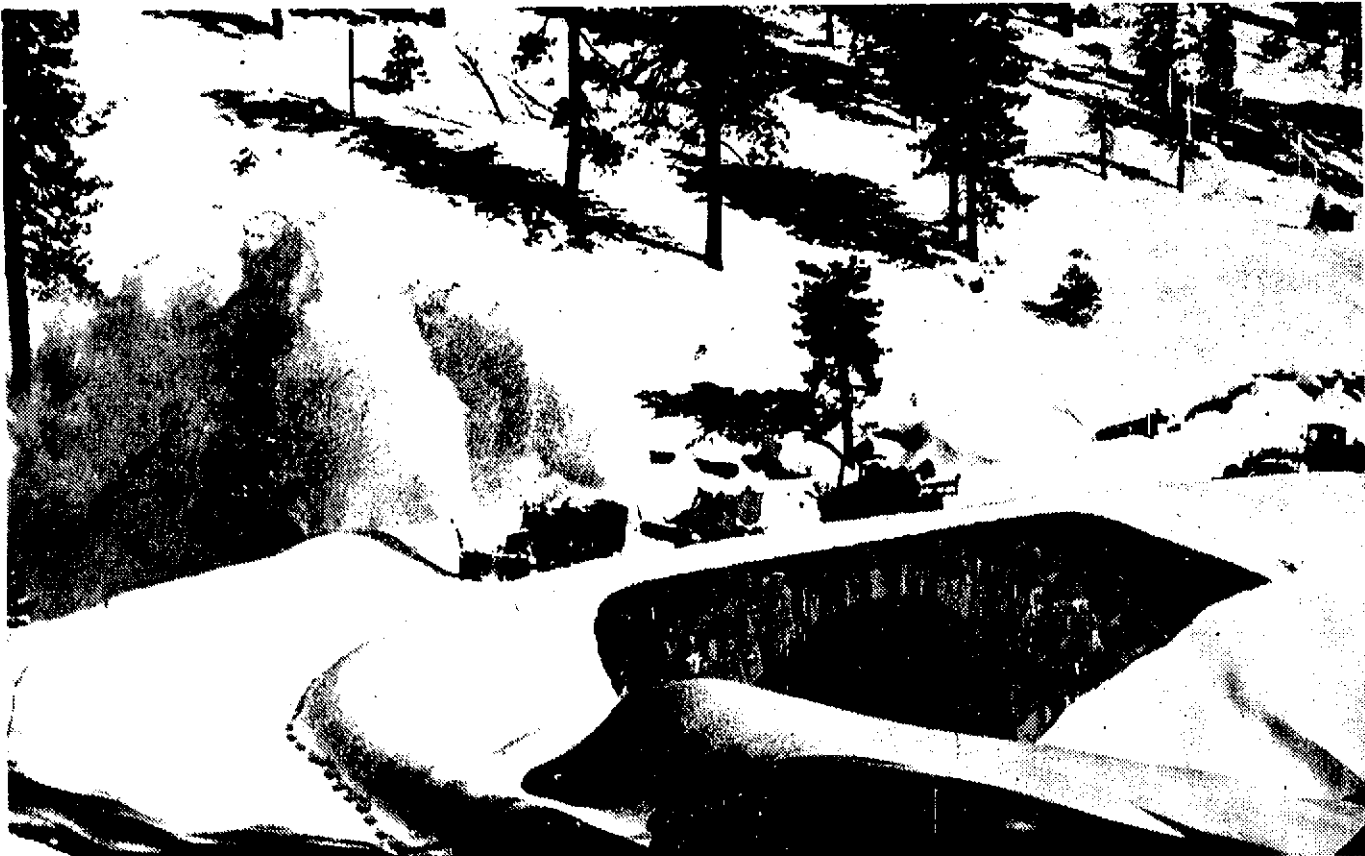
Veloz and Yolanda

929 AMERICAN AVE. PHONE

70-6947 or 70-9383

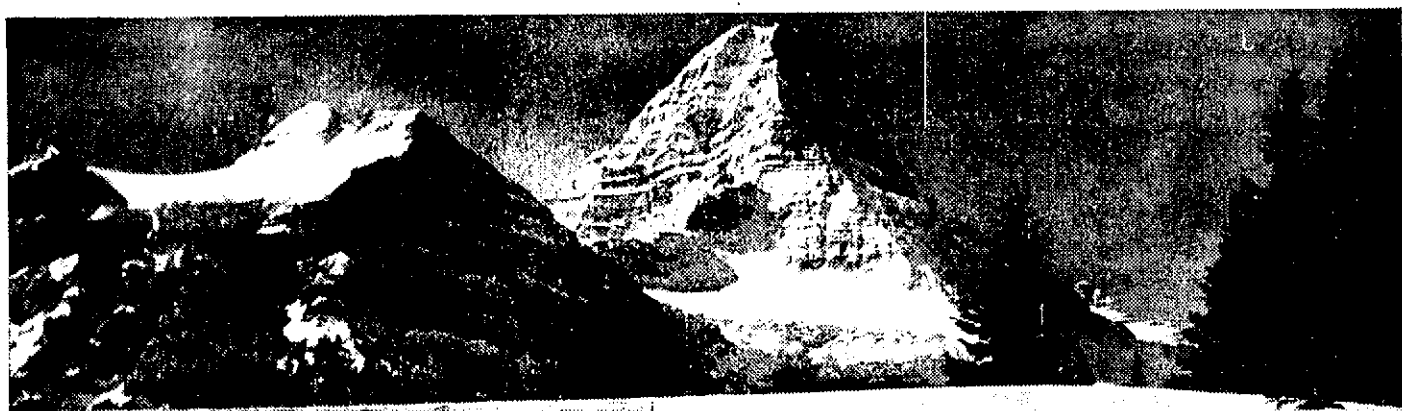
Press-Telegram Southland Magazine

Land of *Ice* and *Snow*



—Photo Courtesy National Park Service.

The mountains of the west, in winter, are a land unto themselves—a land of ice and snow. Rotary snowplows work at opening the General's Highway (above) to Sequoia National Park.



—Photo Courtesy Canadian Pacific Railway.

Downhill skiing in the Mount Assiniboine area out of Banff, in the Canadian Rockies calls many enthusiasts of the winter-out-of-doors clan. Rugged beauty marks the terrain here.



—Photo Courtesy Canadian Pacific Railway.

Mountain climbers in the vast Rocky Mountain area of Canada get the added thrill of snow under their feet in this gruelling test of human stamina. Scenic grandeur is a reward.

Sunday, February 26, 1950



—Photo Courtesy Sun Valley News Bureau.

Glittering stalactites of ice provide a frame for Sun Village as a morning sun brightens the scenic winter landscape at this Union Pacific resort in the world-famed Sun Valley.



—Photo Courtesy of National Park Service.

The giant sequoias at Giant Forest carry a heavy burden of snow in this photograph of Sequoia National Park. The majestic beauty of these trees never lessens for the nature lover.

Sheers Storm Fashion Front



You will be able to "see through it all" when new California styles for next spring and summer get out in the fashion parade. The reason: Sheers are so important in every kind of clothing from lingerie to formal wear and from cottons to silks that whatever the weather it'll be a cool season from Puget Sound to Panama and from Rio to the Riviera. Even playclothes have adopted the western "sheer" look.

For late afternoon wear is 2-piece dress designed by Francine Frocks. (right)

Transparent organdy is used over cotton or tulle sheath dresses or slips for late afternoon or evening hours. Sometimes the organdy is embroidered in wide horizontal panels on the skirt and sleeves; again it may be in a polka dot pattern used for a crisp, short evening gown; printed in demure floral motif it becomes the formal for a graduation ball. But the newest of all is matelasse organdy with shadow printed flowers; in all white, it suggests an informal bridal gown perfect in a summer garden setting. Organza (silk organdy) in bold plaids is used for a semi-tailored afternoon dress; carried into evening formals, it shares spotlight with filmy chiffons in pastels or smoke tones.

Prize-Winning Coiffures

Short haircuts, deep waves, soft necklines—perhaps even a "drake's tail" in the back—marked the smart 1950 hair styles demonstrated at recent Long Beach Hair Dressers Guild Hair Styling and Trade Show in the Wilton Hotel, attended by Southern California and Arizona hair stylists. Here are winners.



Leigh Collins took first place and the grand prize trophy with this coiffure worn proudly by Helen Hanson. It was chosen for originality and becomingness.



Second prize went to Dorothy Flippen for coiffure on left, worn by Jinn Merchant. Terry Lee's coiffure, right, worn by Autumn Cummings, took third prize.



Dotted Swiss overskirt has "balloon cloth" sheath. It's by Eddy George. (above)



White cloquard pique is given accent on dark dotted Swiss by Dale Hunter. (left)

Jourdelle of Hollywood designs a brilliant-studded fall gown for "Cinderella." (above)

Polka-dotted organdy is used by Emma Domb for a romantic evening gown. (left)

Room Charm

TWO FAMOUS home furnishings authorities of Northwestern University in Chicago, Ruth W. Lee and Louise T. Boller, place great stress on the little things that help to make a room charming and hospitable. In an informal American Colonial room, these decorators suggest that you use accessories that will be in keeping, antiques or copies of old pieces in informal materials such as pewter, brass, old copper, American handmade glass, and primitive pottery.

Brass fireplace equipment and mantel ornaments of copper are at home in the Colonial background; they combine happily with hand-woven fabrics and chintz printed in sprigged or geometric patterns. Hand-blown and hand-pressed glass for table and decorative use will high light the room and fit in with the Colonial atmosphere. Milk glass and clear pressed glass in authentic reproductions of the quaint old patterns is being made by hand today by American glassworkers who have used the same painstaking methods for generations.

For important little touches in the informal Colonial, use hurricane lamp shades, candlesticks, candelabra, infinite varieties of bowls and vases for fruit and flowers, and other decorations. Milk glass plates with hand-decorated fruit patterns, or with lace-like lattice edges, may be hung on the wall over the mantel instead of pictures.

'Special Occasion' Wear

FOR THAT special occasion at home or at a resort when you want to dress but not dress up, why not use stunning skirts, weskits and jackets? One particularly lovely costume by De De Johnson has a wrapped weskit blouse that buttons to one side, fastened with covered buttons and loops, and has a boat neckline edged with a very narrow rolled collar. It is cut all-in-one through the rounded shoulder line to the tight short-sleeved sleeves. This is shown with a full skirt cut to fall in rather slim lines with the accent on the loop pockets. The maker suggests this ensemble in tone on tone—pink with pink red, light blue with royal, and so on.

Mix or match these glove suede separates in color and style for a versatile wardrobe. There are skirts, jackets—such as the cardigan made just like the favorite cashmere with push-up sleeves and pockets, a reversible bolero and a bloused windbreaker, a short belted coat, full length coats, trimly tailored slacks (for the first time ever in De De's line), pedal pushers, shorts, halters and a jumper dress. A costume for every occasion from relaxing in the sun to shopping in town and an evening at the theater, can be made from these co-ordinates.

Linen, too, has a bright spot in this particular new collection. The manufacturer feels that the favorite color for linen is eggshell. The fashion news here takes two different views. One is the pencil skirt with a Norfolk semi-box jacket. It has a belted back with the front cut with only a hint of the waistline, high peak-jacket slash pockets and man tailored lapels. The jacket is lined with a tri-colored striped crepe and comes with a matching skirt.

The second view high lights a suit with a gored, flared skirt and a waist-length mess jacket with red and navy chevron detail at one cuff and on

the flap of the pocket at one shoulder. It has a fly-front closing and convertible neckline. Also shown in this line is a glen plaid cotton one-piece dress, a three-piece pique active sports outfit featuring a very short circular skirt over brief, trim shorts and a sleeveless shirt made to wear outside the shorts and just waist length. And, of course, there's a casual dress in a rayon faille and crepe as well as rayon gabardine with new detail as to collars and sleeves.

Designed and dyed to this manufacturer's order is the tri-colored striped crepe she uses for a shirtmaker-type dress, her shirts and the lining of the white linen suit. She also has a coin dot crepe done in one-piece and two-piece dresses to match the colors of her glove suede separates.

For color, she is sponsoring the pink reds as she feels they

are more flattering than the yellow reds. She also likes the copper tones, royal blue and, of course, white. When asked about silhouette, she said that the extremes were not for her type of clothes. She always has a slim skirt and a moderately full jacket, though the line may vary with pockets and pleats. She endorses the wind-breaker jacket and the box, but again with variations—to make them completely hers.

To the big questions in fashions—skirt lengths and shoulder pads—De De has practical answers. The skirt length should be the length most becoming to the individual with 13 or 14 being the average for day. Shoulder pads, too, depend upon the individual figure, but certain designs in this collection omit the shoulder pad and look well on almost all figure types. The others may be removed without spoiling the line of the design.

Dining Nook Becomes Important Room

THE dining nook, postwar builders' gift to busy homemakers and lively families, is fast becoming one of the most important rooms in the modern house. But some homemakers, accustomed to prewar houses

with large dining rooms, may not get full value from the dinette because they overlook its importance in overall home decor or fail to utilize all its space and possibilities.

The efficient dining nook doubles as a playroom, a sewing room, a reading room. Here are suggestions for making the most of the dining nook:

It should be cheerful and bright. Built-in wall seats save space, increasing seating capacity and simplify cleaning. A built-in china closet with pull-out serving boards to speed service saves more space and adds a modern look. Good ventilation is imperative. A service bar between kitchen

and dinette, with storage cabinets in the kitchen side, will separate cooking area from dining area and add storage space. The floor should be moistureproof, acid resistant and rugged. With washable curtains and easily cleaned wall covering that can be wiped free of crayon marks and jelly smears, the kitchen dinette makes a good rainy day playroom observable by the housewife at her stove. Space under dinette windows is a good place for a built-in buffet. Window sills provide a convenient, easily cleaned spot to display chinaware. Tile is a popular material for walls, floor, service bar tops and window sills.

ARE YOU
SICK?



FLUOROSCOPIC
X-RAY
PHYSICAL &
FUNCTIONAL
EXAMINATIONS
\$2 Only \$2

IF YOU ARE SUFFERING—ILL—DISCOURAGED
EVEN DIAGNOSED INCURABLE—DON'T GIVE UP
PHONE 6-4455

for an appointment—We will find the cause of your trouble!
DR. WENGER IS CONFIDENT OF HELPING YOU...
for the next 7 days he personally will give you a

\$300 TRIAL TREATMENT \$300
OFFICE HOURS: MON.-WED.-FRI., 9 A.M. TO 8 P.M.
TUES.-THURS., 9 A.M. TO 8 P.M.—SAT., 9 A.M. TO 12 NOON

DR. WENGER'S HEALTH OFFICES
457 W. Broadway (at Magnolia) Phone 6-4455

A work of art



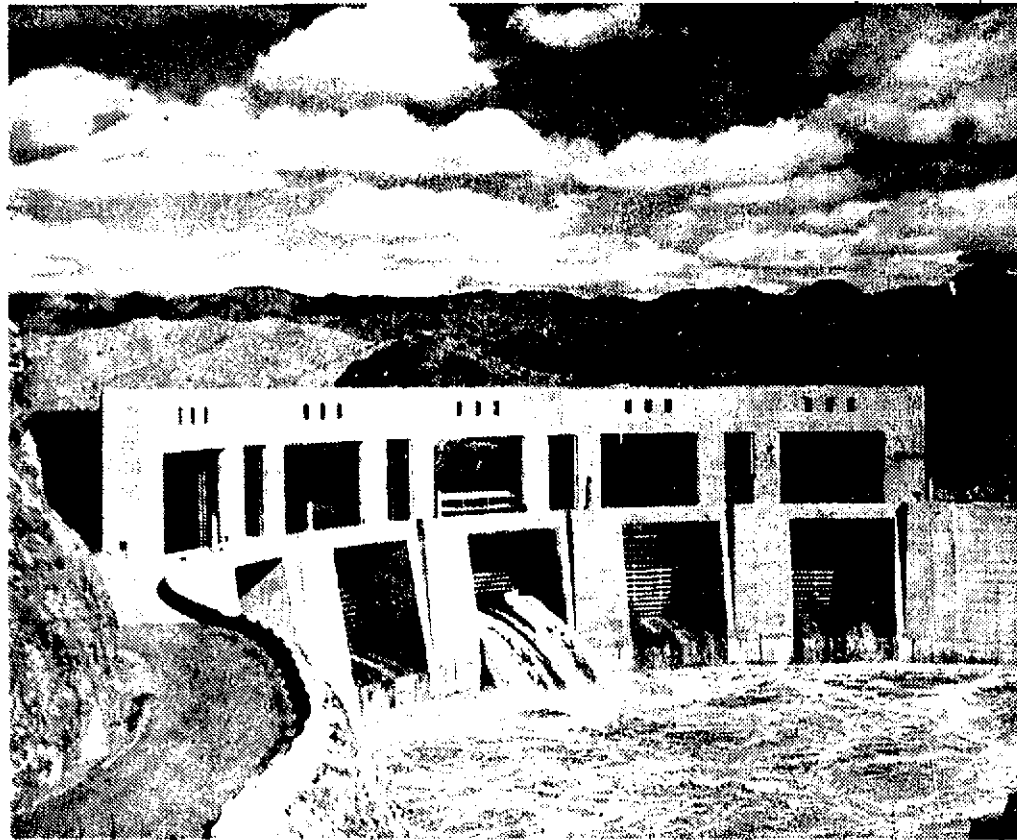
Yes, beauty IS an art... and Mercer has a staff of fine artists, expert in the craft of making YOU more lovely! Specialists in tinting, waving, shaping, styling, assure you highly personalized care... and at moderate cost.

Make your appointment now!

Mercer
HAIR STYLES OF
DISTINCTION

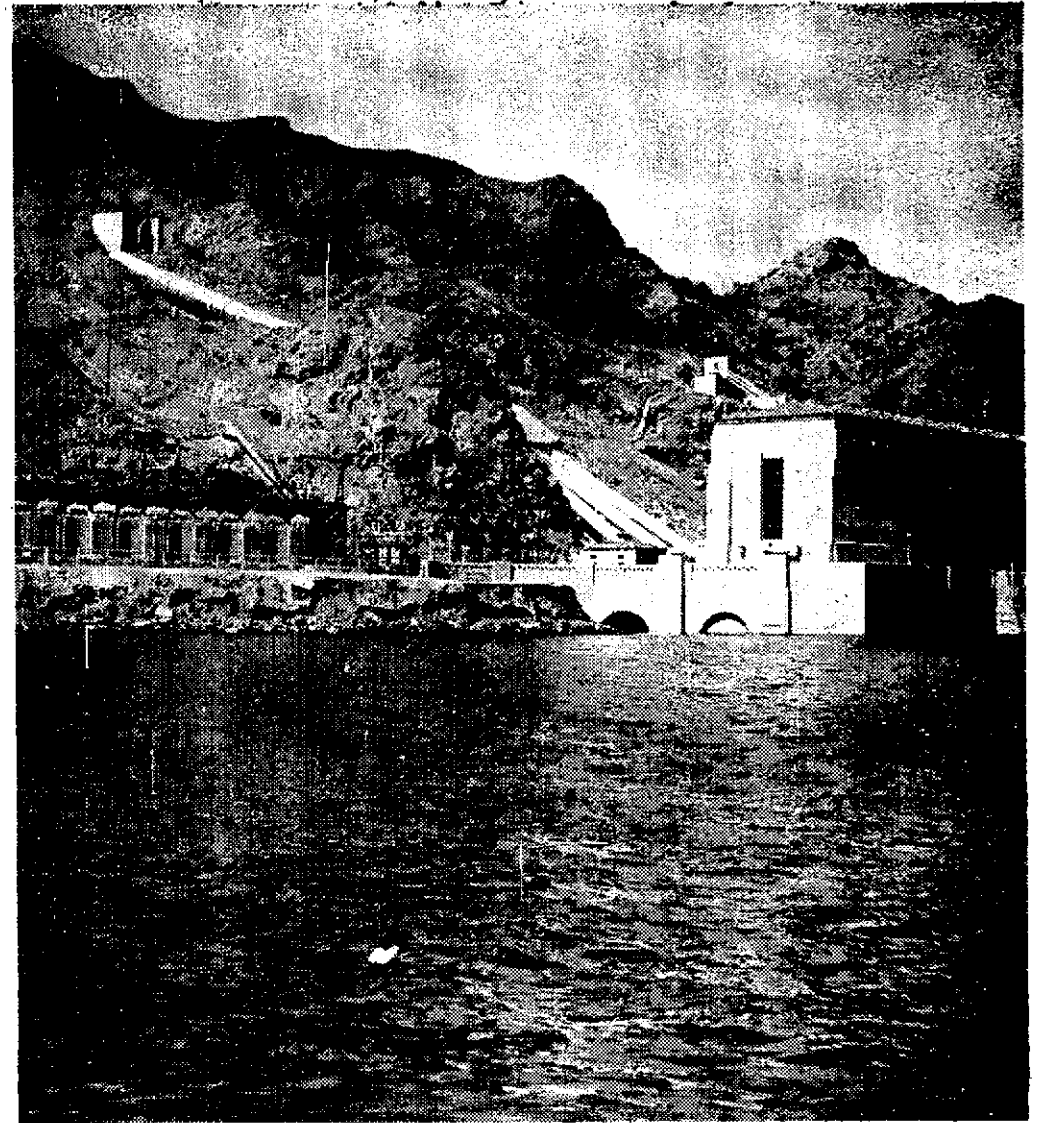
112 LINDEN
Phone: 6-2718, 6-3962, 6-2728
4302 ATLANTIC
Phone 4-7122
4804 E. 2ND ST.
Phone 9-3677

Spanning Mountain and Desert for Water

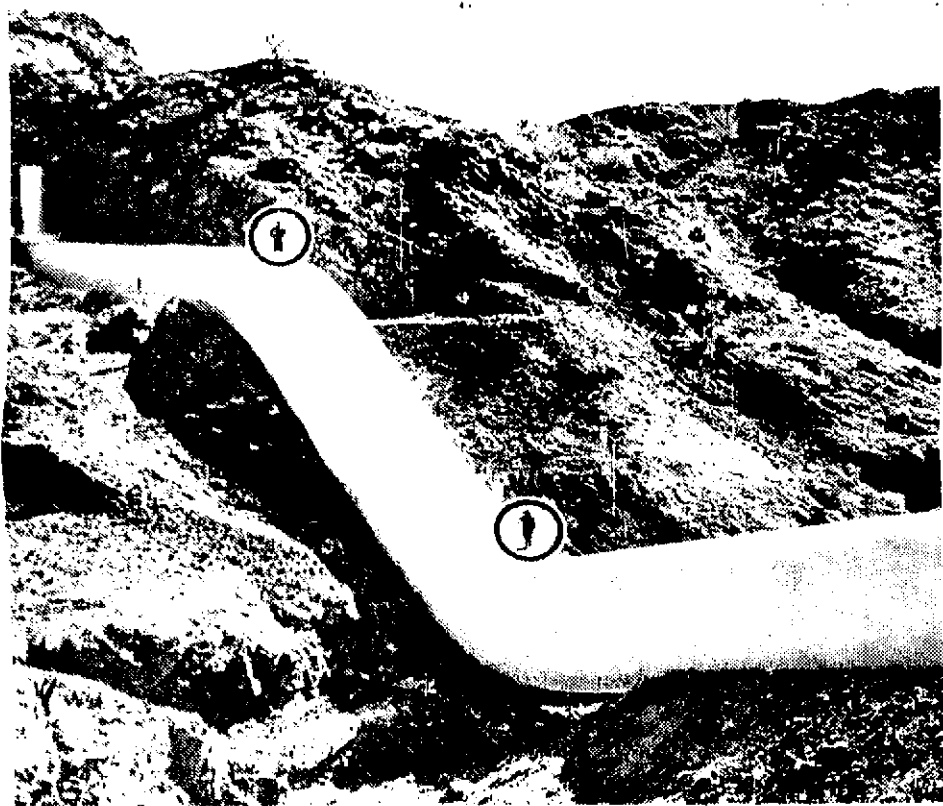


Water bound for Long Beach is taken from the Colorado River at Parker Dam (above), about 150 miles downstream from Hoover Dam.

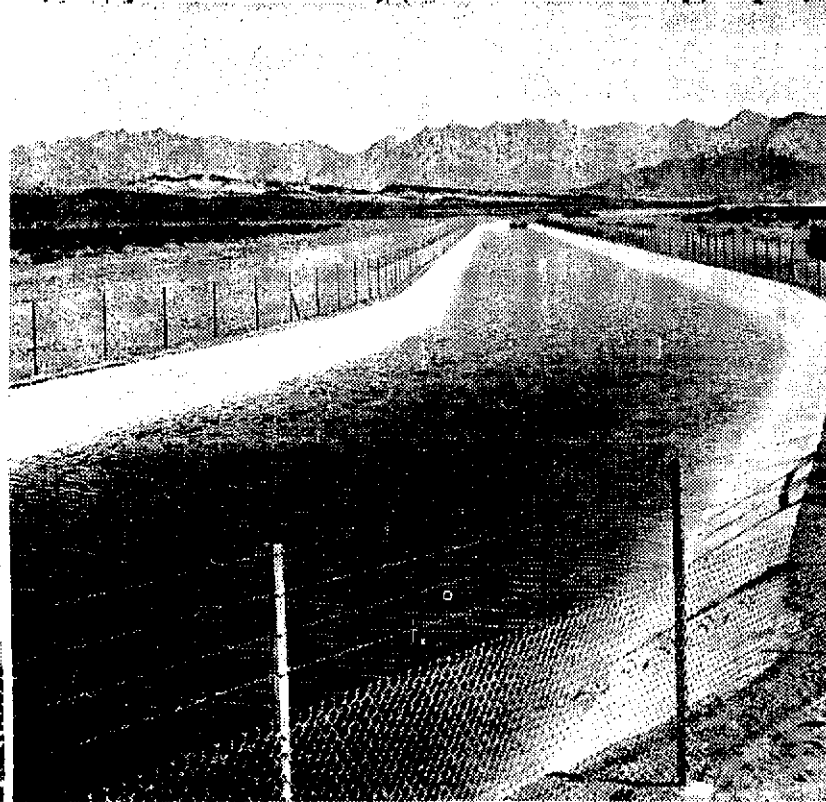
Wealth, climate, rich soil and all of the many vital components that have helped to build the Southland into a place of world prominence—all would fade into minor significance without life-giving water. In a dramatic struggle to hold a semi-arid plain and to overcome natural barriers, man has spanned the mountains and the desert to bring Colorado River water to augment the natural supplies of a vast metropolitan area. The system is the 457-mile-long Metropolitan Aqueduct and distribution setup. In this huge project Long Beach ranks second only to Pasadena among 28 communities in amount of water used. The city, in the latest computation for the current year, has obtained 42.69 per cent of its water supply from the Metropolitan system, the remainder from local sources. The current trend is to use an increasing amount of Colorado water. This situation arises from recent drouth years and lowering of underground water reserves in the natural basins throughout the Southland.



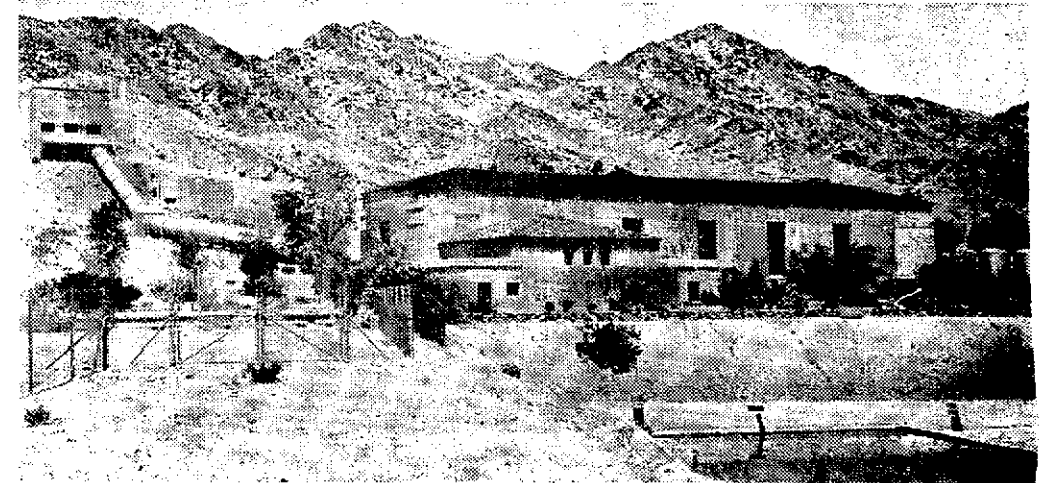
This is where water of the Colorado River starts its long journey to the Southland—the Metropolitan Aqueduct intake pump plant.



Above, an inverted siphon section of the aqueduct which here takes form of reinforced concrete pipe.



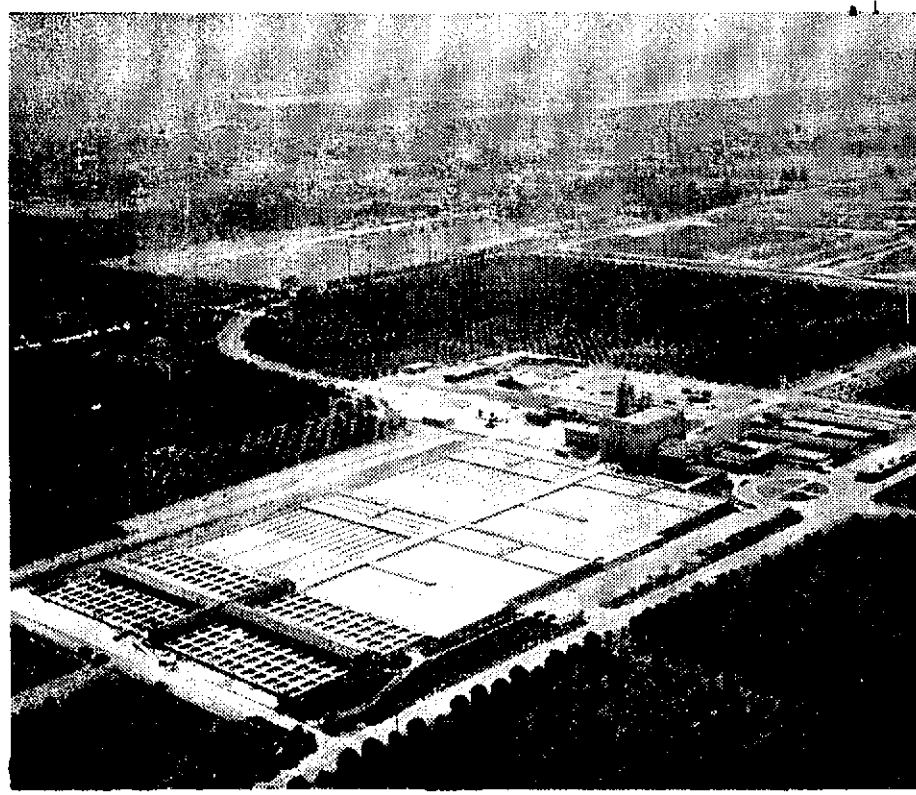
Heading westward across wide stretches of desert, water runs in concrete canals.



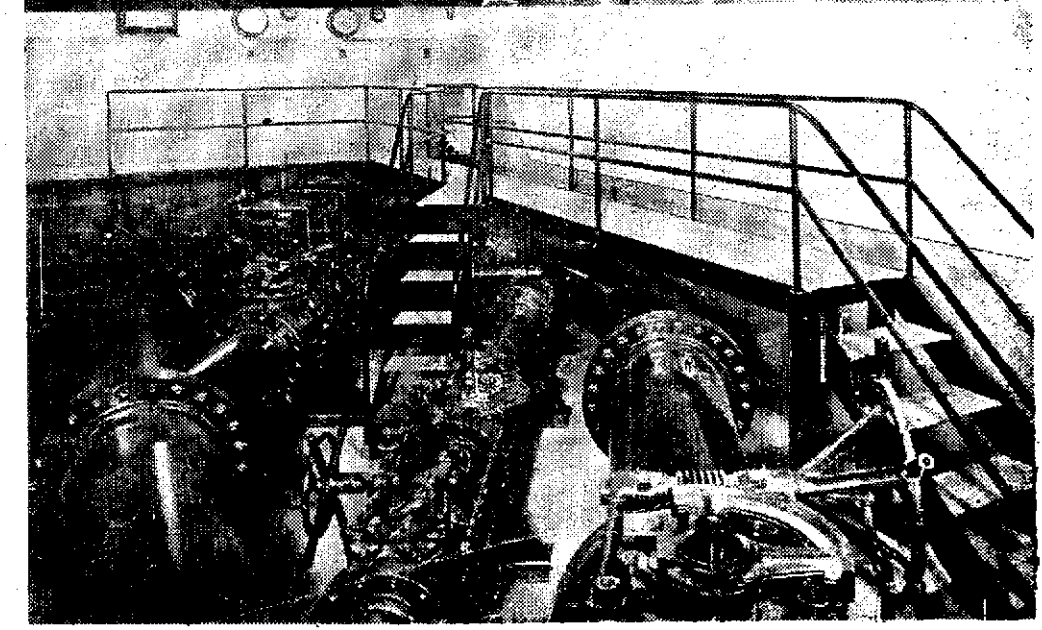
Five pumping plants along main aqueduct lift the water a total of 1617 feet over the mountains before it begins gravity flow.



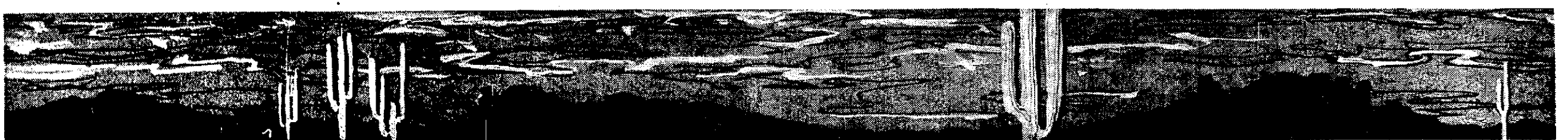
This is a view of a small section of Lake Mathews, storage station on coastal plain, near Corona.



Water destined for Long Beach continues its way to this \$4,000,000 softening plant built near Laverne.



Concrete building above is entry to vault in which is housed the aqueduct terminus where water is mixed with that from Long Beach.





Walls of knotty pine provide an appropriate background for the antiques in the home of Mr. and Mrs. Roy Miller on the bluff at Seal Beach. Interesting rugs in the home were crocheted by Mrs. Miller's sister, Nellie Pulford, of L. A.

Camera ANGLE

By The Shutterbug

EVERY camera fan should try his hand at developing and printing once in a while. Yet, there are a number of fans who feel that because they have no complete darkroom, they are just unable to do darkroom work. A big, fully equipped darkroom is certainly nice to have, but you certainly can develop pictures at home without one. You can set up a temporary spot that will work like a charm, and one of the best places that I know of is right in the kitchen.

The kitchen is handy because you have the sink, which provides running water and a place to handle your solutions. There is electricity and table space and just about everything else that you need. It takes only a few minutes to set up your trays and only a few more to take them down. And while you're there, you have a darkroom in which you can develop and print—and even make enlargements if you have that type of equipment.

The best way to start your self off in doing kitchen darkroom work is to acquire one of those home darkroom kits. They have trays and developers and fixers and everything you need in one compact set. Since printing is perhaps even easier to do than developing negatives, it might be wise to try a session of that first. Select a few negatives from your file, follow the simple instructions, and, before you know it, you will have your first print.

The procedure is not at all difficult. Anyone who can take the picture in the first place can do this darkroom work. Yet, if you have a feeling that you are going to be all thumbs that first time, call in one of your experienced friends to assist you in getting started. By the time your first print is

through the fiber, you'll feel like a veteran yourself.

Negative developing is about as easy to do, although you do have to be sure that you can make your kitchen lighttight because of the greater sensitivity of the film. Your exposed negatives are soaked through the various solutions, washed, and hung to dry. Within an hour or two, they will be dry enough for you to make the prints that you have been waiting to see.

Once you've started, you'll get a big kick out of doing your darkroom work. You can make all the extra prints you wish, you can make special things like greeting cards and announcements, and do the work just the way you like it. And above all, you'll get much greater enjoyment from your whole hobby when you have done all these things yourself.

NOW COMES the Dover Film Corp. with a popular-priced dual lens camera. An important design has been introduced with the novel built-in sliding lens mount with por-



Built on two levels, the Miller home has a living room that opens on a balcony running the length of the house.

trait attachment for close-ups and yellow filter for cloud effects, scenic pictures, etc. All picture-taking features have been built in. The flash attachment is so small that it is always on the camera, ready for use.

Other new features included in Dover's new camera are coated lens, five lens apertures, synchronized flash, exposure chart and carrying case. It takes 16 pictures on a standard roll of 620 film black and white, and 12 on a roll of 620 Kodachrome.

APRIL 8 is the closing date for entries to the 3rd El Camino Real International Color Slide Exhibition, believed to

be the largest color salon in the world.

This salon is conducted in accordance with the recommendations of the color division of the Photographic Society of America. Accepted slides qualify makers for listing in the coveted P. S. A. "Who's Who in Color Photography."

If you have never entered your transparencies in a salon this one has much to offer as an incentive. Of particular value to the beginning exhibitor is the manner in which the slides are judged. An electrical voting machine is used upon which each judge rates the projected slide—excellent, good or poor, with his evaluation of the slide's interest, composition and technique.

The vote on each slide is recorded photographically and when your slides are returned you receive this picture showing how the judges voted on each of your slides. The reasons for each judge liking or disliking a slide can be obtained from this picture.

The jury of selection consists of Fred Bond, George Baker, Elbridge Newhall, Shirley Hall and Dr. C. E. Barrett. A postcard to Floyd Norgaard, Exhibition Chairman, 206 S. Lake St., Los Angeles 4, will bring you your entry blanks.

The 3rd El Camino Real International Color Slide Exhibition will be viewed in Long Beach on April 27 at the Hughes Junior High School Auditorium with the co-operation of the Long Beach Camera Guild.

ALL COLOR slide makers are invited to the program meeting of the Long Beach Camera Guild, March 2, 8 p. m., at Woodland Clubhouse, 5000 E. Seventh St. Sidney Pratt, instructor of color at the Fred Archer School of Photography will lecture on "Light and its Relationship to Color." Pratt goes into the technical side of color in an interesting way that the novice can easily understand.

The Guild will have its monthly monochrome print competition Wednesday, March 8, at 8 p. m., at the Alamitos Library Auditorium and on March 29, same time and place the color division will hold its regular meeting. All camera fans are welcome to visit the Guild at any meeting.

A WELL-PLANNED home town tour is the objective of the L. B. Camera Guild's field trip today. Starting from 271 Redondo Ave. at 9 a. m., members will seek typical and

House on a Bluff

By Dorothy Killam

CROCHETED rugs provide an attractive and authentic background for Victorian and early American furnishings in Mr. and Mrs. Roy Miller's living room which overlooks the beach at 114 Ocean Ave., Seal Beach. Mrs. Miller's sister, Nellie B. Pulford, 3216 Allura Walk, Los Angeles, crocheted these rugs in the many deep colors which make them well suited to the provincial atmosphere carried throughout the house.

This red cottage with the white trim is built on two levels so that the narrow lot—44 feet wide—can accommodate the two-bedroom house with its large playroom which supplements the living room. Also included are garage, patio and garden space. This arrangement also permits a sweeping view of Los Angeles-Long Beach Harbor. The playroom is built on the bottom level with doors leading directly to the patio on the beach. A cement-block wall around the property insures privacy in the front garden and the rear patio.

Mr. and Mrs. Miller have collected the beautiful old furniture, ironstone china, and colored glass over a period of years and now it lends old world charm to their red and white cottage. In the living room the marble-topped tables, the whatnot in the corner, and the quaint chairs are reminiscent of the parlor of grandmother's day. Decor is added by the old organ and organ stool.

ALTHOUGH the floor-to-ceiling window, which takes up most of one wall is an innovation, its small square panes and flowered chintz draperies insure its blending with the old world atmosphere of the room. Walls and woodwork are of knotty pine. Directly off the living room is a porch or balcony which extends the width of the house.

Even though there is no formal dining room the dinette at one end of the kitchen is extremely comfortable and especially charming. A picture window which decorates this corner is the ideal place for Mrs. Miller to display her collection of old colored glass vinegar cruets. The colored glass reflects the sunlight to make breakfast a more enjoyable meal.

At the work end of the kitchen cabinets have glass fronts to show off the tea leaf ironstone china and old pressed glass goblets, sauce dishes and

other items of tableware which are arranged on the shelves. Red-and-white geometric-patterned paper which is used on the wall in the dinette is also used to cover the walls behind the dish shelves. The ceiling is papered in a matching pattern.

Cabinet doors below the work counter are finished in their natural pine color in pleasing contrast to the rose pink formica counter. White china knobs on the cabinets and drawers add to the authentic old world atmosphere. These knobs are used throughout the house. Black hinges are also quaint.

Bedrooms are also Early American and Victorian in styling. In the master bedroom the sturdy spool bed was made about 1790 and is now covered with a quilt of blue flowers on a white ground. A blue ruffle trims the bottom. An old-fashioned chamber set is used to hold bouquets on the marble-topped commode. White curtains are especially pretty and appropriate. A sheer ruffle hangs over the lower half of the window and ruffled curtains tie back with perky bows.

DOWNSTAIRS in the rum-pus room the fireplace, which is set in a wall of brick, is decorated with a spit from which hangs an old iron kettle. For more modern cooking methods there is a grate. A roll-away bed slips out of sight in a narrow wall cupboard and comes into use when overnight guests call.

This room is gay with a color scheme of watermelon red, green and tan. The draperies at wide windows, the couch and the rugs are red while the floor of asphalt tile is green and tan. A kerosene-burning angle lamp has been electrified and now hangs from the middle of the ceiling. A lovely collection of Willowware is displayed in the pine cabinet and is handy when meals are served here. Also convenient for serving meals is an old pine dry sink which the Millers have outfitted with rubber rollers so that it can be wheeled into the rum-pus room for serving meals.

This room gets its quaint atmosphere from such things as



On a marble-topped table, an old-fashioned chamber set is used for flowers. Sturdy bed was made in 1790.



—Photos by Jasper Nutter.

Twin four-poster beds used in the second bedroom of the Miller home dictate early American theme of room.

a butter churn lamp, a dough box, a Victorian hattrick, a collection of Toby jugs and brass pieces. A television set is decidedly not antique but never

theless affords the Millers much enjoyment.

Adjoining the rum-pus room is a small utility room and three-fourths bath.

Painless Painting

By Gail Dugas

A PLASTIC bag which keeps a paint brush soft and pliant almost indefinitely, a new odorless paint and a finish which looks and washes like baked enamel are all here in time to make spring painting good, clean light work.

Being a good painter has often been a messy chore because of the business of brush-cleaning. That's all over now, thanks to a bag made from a recently developed, air-resistant plastic which keeps bristles soft and straight. When painting is finished, simply swish the brush across the top of the paint can, wiping off excess paint. Then place the wet brush in the bag, pat the bag to eliminate excess air, gather it at the top and twist it four times. Fold the twisted top back against the brush handle and fasten it there with string or

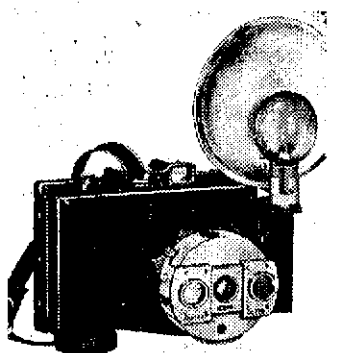
rubber band. Take the brush out the next day, or a year later, and it's ready for use.

An odorless paint is a product that people have wanted for many years. Practically no one enjoys sleeping in a freshly-painted and highly odorous bedroom, eating with a paint smell in the stew, or trying to read with tears in their eyes. That's all over now. An odorless paint has been developed, a one-coat, flat oil paint for use on walls, ceilings and woodwork. Odorless doesn't mean that the usual smell has been covered up by perfume, but that actually there's no odor present.

THE FINISH which looks and acts like baked enamel has numerous advantages; it

dries in three to four hours, doesn't need an undercoat, is washable, goes on smoothly, resists scuffing, fingerprints, crayon marks and grease. Ink and fruit juices won't harm it and neither will mercuriochrome. This makes it a natural for nurseries, kitchens and bathrooms. It's ideal for radiators and metal cabinets, for indoor and outdoor furniture. One coat does the job. It comes in colors, of course, and a white which stays white.

Spring brings bugs, and bugs are pests. So spring painting might include the new DDT paint which, it is claimed, kills all insects. The power lasts as long as this new paint does, or about four years. It can be used inside or outside. Is fast-sealing, requires one coat only. That one coat can be used to cover red brick, or to brighten dingy, dirty surfaces.



This is Dover's popular priced dual lens camera.

unusual shots of Long Beach for the Guild's pictorial record of the city.

Customs

(Continued From Page 2.)

or other attempts to by-pass the law of the land.

In addition, all the paper work that was done on the ship is carefully filed away in an office of the documentation section, where six persons are employed just to keep these records straight.

Once all papers are in order, Capt. Berntzen calls his steward, and piping hot coffee is served in his cabin. Cigars are passed around, and business behind, everyone relaxes for a few moments before making the trip back down the gangway to the cutter and thence again to the dock.

When the Bougainville tied up at her berth, more customs men were on hand to inspect the baggage of the passengers and check them ashore, and they had full reports ahead of time from White's inspection while the ship was still outside.



Several aids to painting simplify the spring cleanup job. Housewife (lower left) uses stain-scutt resistant finish like baked enamel. A second puts damp brush in new plastic bag (top left) which keeps it fresh, pliant. Third gives the nursery (above) coat of odorless paint.

... IT COSTS SO LITTLE ...
... IT'S SO EASY TO PLAY ...

THE NEW **HAMMOND SPINET ORGAN**

Beyond all doubt this brand new Hammond Organ is the highest development yet attained in an instrument for use in the home, apartment or small church. Its performance challenges the imagination! It is a sensational two-keyboard organ, complete with bass pedals, expression volume pedal, and variable controls which place literally thousands of different tone combinations at the command of even the most inexperienced player. It is completely self-contained and does not require a separate tone cabinet.

6 MONTHS TRADE-IN OPTION

Buy your organ at HAMMOND Music Company, 4326 Atlantic Uptown. If you trade in your old organ at any time within 6 months, we'll purchase it at a full purchase price on any larger Hammond Organ.

1200 DELIVERS THE HAMMOND SPINET
Up to 3 years to Pay Balance

Penny-Owsley MUSIC COMPANY
4326 ATLANTIC UPTOWN L. B. 407-406

TUNE IN KLAC-TV—CHANNEL 13
EVERY FRIDAY—9:30 P. M.

TELEVISION DEPARTMENT
OPEN EVERY EVENING
LONG BEACH • 4326 ATLANTIC (UPTOWN)
L. B. 407-406

ONLY PENNY-OWSLEY HAS A COMPLETE SHOWING OF HAMMOND ORGANS



Pea and potato chowder is a savory meal-in-a-dish that is extra convenient when a hurry-up dinner is needed.

IT'S AN ANTIQUE

Baccarat Glass



These glass jugs, made soon after 1810, are examples of the beautiful clear glass that was made at Baccarat.

By Mary Lou Zehms

THE HISTORY of glass-making in France is as romantic as the lives of the French kings and queens. As early as 677 A. D., Greek workmen were called to France, with Normandy the first country to grant special privileges to glass workers. Several noble families received these special privileges in the 10th and 11th centuries. They were confirmed by successive sovereigns until the 18th Century.

There is very little French glass of a period as late as the 16th Century seen in museums and only a few specimens are in the British Museum. The Imperial factory of Fontenay-le-Comte, in Normandy, is supposed to have been founded in the second century and historians claim it to be the oldest in existence.

M. d'Artigues founded a glasshouse near Givet about 1800 but by the treaty of 1815 it was placed outside French

territory. However, d'Artigues obtained the right to send his glass duty free for three years into France if he would found a crystal glass works in France during this time. This he did by purchasing the glasshouse of St. Anne at Baccarat and established a crystal glass works which became the most important of their kind in France.

Typical examples of the wonderful clearness and beauty in glass that was made at Baccarat are the jugs pictured here. They are in a Long Beach antique store.

Because of the large business in wines and liquors France made great quantities of bottles. The bottles and jugs at Baccarat rivaled in shape and elegance the best of the Venetian glasses.

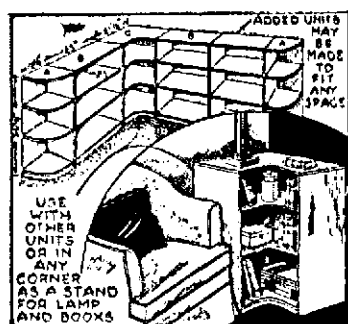
One of the chief beauties of the very ancient glass is its pleasant irregularity, freedom in the decoration and often a crookedness in the object which was the result of handwork.

DURING the last 75 years, the two most important influences in the manufacture of glass were the substitution of gas for coal and the invention of the glass-blowing machine by M. J. Owens of Toledo, Ohio. The latter revolutionized the making of glass.

Included in the many styles of decorating glass objects was the art of cutting. This was among the earliest methods used and is one of the most beautiful. As in the case of the French jugs shown here, it was accomplished by the use of wheels from two to 16 inches in diameter, sand, water, powdered pumice and putty powder. The wheels were of blue stone, mild steel or hard wood. The cutter revolved the wheels by foot power and pressed the glass against the wheel on which sand and water dripped.

The design was rudely scratched on the glass and then the cutter followed the details from a sketch on paper which lay beside him.

You Make It



UNIT CORNER SHELVES
These shelves are as much at home in the kitchen as in the living room. Pattern 271 gives directions and actual-size guide for cutting curves or marking them for a woodworker to cut. Units A and B are made with Pattern 270. The patterns cost twenty-five (25) cents each. Orders must be sent to: Workshop Pattern Service, Long Beach Press-Telegram, Bedford Hills, N. Y.

Sunday, February 26, 1950

Soups Are Versatile!

WONDERFUL words around meal time these chilly winter evenings are "Soup's on!"

There is a soup for every appetite. Most all are good filler-uppers and they may be thick or thin, served as a first course or as a main course, poured from a can or accumulated from scratch.

As a first course, here are some quickies:

Mix equal parts of clam juice and tomato juice. Add a dash of Tabasco. Heat to boiling point and serve.

Add a can of shrimp, cut up, to a can of mushroom soup. Heat and serve.

Heat to boiling point one can condensed tomato soup, one can condensed pea soup. Add one cup hot milk and one cup flaked canned crab or lobster.

Meal-in-a-dish pea chowder will truly stick to the ribs. It's hearty, simple and economical, and here is how to make it:

Pea and Potato Chowder

4 tablespoons ham fat, butter or margarine
1 large onion, sliced
1 No. 2 can peas
2 cups diced potatoes
3 cups milk
1 cup diced cooked or left-over ham
salt
½ teaspoon pepper
2 tablespoons chopped parsley

Add onion to fat in large saucepan and cook until tender, but not brown. Drain peas and add pea liquid to saucepan. Bring to a boil and add potatoes; cover and cook 10 minutes. Add peas, milk and ham. Heat thoroughly. Add salt to taste and pepper. Add parsley and serve. Yield: Four generous servings.

Minestrone

1 pound shin beef with bones
4 quarts cold water
3 tablespoons salt
1 cup dried pea beans
1 tablespoon olive or salad oil
1 peeled garlic clove
½ cup minced onion
½ cup minced parsley
¼ teaspoon pepper
1 cup cut fresh string beans
1 cup diced celery
1 cup shelled peas
2 cups finely shredded cabbage
1 cup carrot slivers
1 No. 2 can tomatoes
½ cup elbow macaroni
grated Parmesan cheese

Place beef in a large kettle. Add water, 2 tablespoons of salt and pea beans. Cover and bring to a boil. Skim. Re-cover and simmer 3-4 hours. Place oil in a skillet, add garlic and brown. Remove garlic, add onions and cook until onion is transparent. Remove bones and meat from meat stock and add remaining salt, onion, parsley, pepper, string beans, celery, peas, cabbage, carrots and tomatoes. Cover and simmer 35 minutes or until vegetables are tender. Add macaroni and cook 10 minutes longer. Serve hot with crispy crackers. A bowl of grated Parmesan cheese may be passed at the table to be sprinkled on top of soup. Yield: Eight servings.

Split Pea Soup

2 cups dried split peas
8 cups cold water
1 onion
2 stalks celery, including leaves
½ teaspoon salt
¼ teaspoon dry mustard
ham or beef bone
8 peppercorns
4 whole cloves
1 bay leaf
dash cayenne pepper
3 tablespoons butter
2 tablespoons lemon juice
4 tablespoons flour
Pick over and wash split peas. Place peppercorns, cloves and bay leaf in a bag. Place peas, cold water, onion, celery, salt, mustard, spice bag and

By Mildred K. Flanary

cayenne pepper and bone in pot, cover and boil gently for two hours or until peas are soft. Remove spice bag and bone. Strain soup through food mill. Add lemon juice. Melt butter, add flour and cook two minutes at low temperature, stirring constantly. Add lemon juice. Melt butter, add flour and cook two minutes at low temperature, stirring constantly. Add strained soup and bring almost to a boil. Serve very hot. Serves 4 to 6.

Rich Brown Onion Soup

½ cup butter
6 cups thinly sliced onions
1 teaspoon kitchen bouquet
4 cups seasoned chicken broth
½ teaspoon celery salt
salt to taste
6 slices French bread
grated Parmesan cheese
Melt butter in 2 quart saucepan. Add onions. Cover tightly and cook over low heat for 30 minutes, stirring once or twice. Stir in kitchen bouquet and cook 30 minutes longer, stirring occasionally. Add chicken broth and celery salt. Continue cooking for another 30 minutes. Season to taste with salt. Serve in hot individual soup bowls with a slice of toasted French

bread in each sprinkled with grated cheese. Serves 4 to 6.

Vegetable Lentil Soup

1 cup dried lentils
3 cups cold water
2 tablespoons fat
½ cup diced onion
1 cup diced celery
¼ cup tomato paste
1½ teaspoons salt
1 teaspoon sugar
½ teaspoon chili powder
1 teaspoon kitchen bouquet
2 beef bouillon cubes
1 cup finely diced potatoes
1 cup finely diced carrots
3 frankfurts

Soak lentils overnight in water. Melt fat in Dutch oven over moderate heat. Add onion and celery. Let cook about 5 minutes, stirring occasionally. Drain lentils and add water to lentil water to make 4 cups. Add water to celery-onion mixture and stir in tomato paste, seasonings and kitchen bouquet. Cover and bring water to boil. Add bouillon cubes, potatoes, carrots, lentils and frankfurts which have been cut in ½-inch slices. Bring to boil again, then lower heat and cook, covered, until vegetables are tender, about 20 minutes. Serves 4 to 6.

Tomato Bean Soup

1 No. 2 can kidney beans, or 2 cups cooked beans
2½ cups tomato juice



Minestrone will make a welcome, tasty and economical soup for cold weather months, Mildred Flanary tells how to make it in her culinary column today.

1 teaspoon chili powder
½ teaspoon celery salt
½ teaspoon onion salt
½ teaspoon kitchen bouquet
2 frankfurts

Put kidney beans through sieve or food mill. Blend the tomato juice, chili powder, celery salt, onion salt and kitchen bouquet into the sieved beans, stirring until smooth. Heat thoroughly over moderate heat. Slice frankfurts diagonally in ½-inch slices and add to hot soup. When frankfurts

pieces are hot, serve the soup in heated individual casseroles. Serve with crisp French bread and a tossed green salad. Serves four.

Cheese Soup With Rice

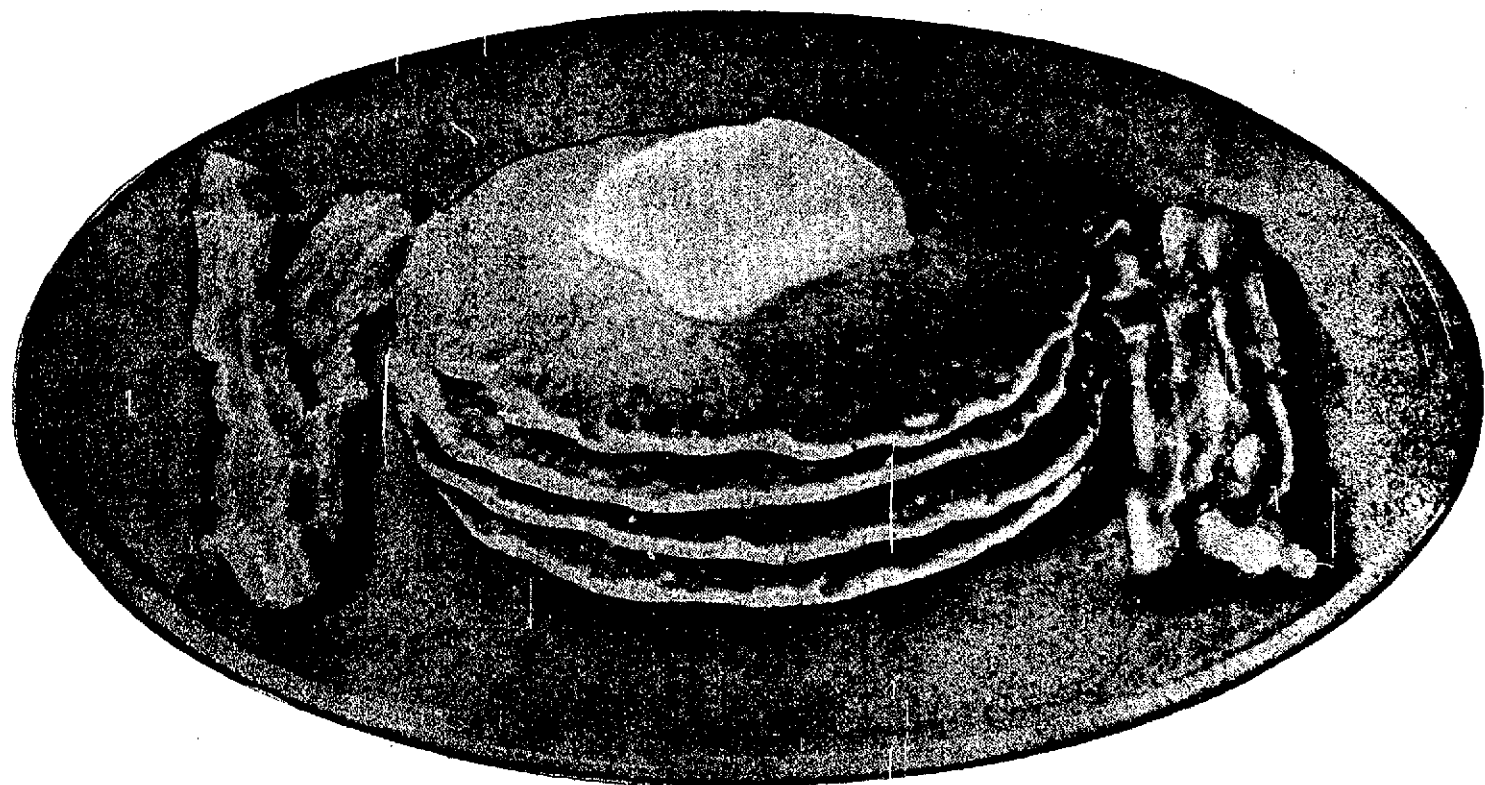
1½ cups cooked rice
1 quart milk
1 tablespoon chopped onion
1 blade mace
1 pepper pod
2 tablespoons flour
½ cup grated cheese
2 eggs
1 teaspoon salt

¼ teaspoon white pepper
2 tablespoons butter

Scald milk, onion, mace and pepper pod. Melt butter in saucepan, blend flour with melted butter. Strain milk and seasoning and add gradually to the flour mixture, stirring all the time; add the cheese, salt and pepper, stirring until cheese is melted. Pour over well-beaten egg yolks, stirring all the time. Serve at once with a spoonful of hot cooked rice. Yield: 4½ cups.



It's the old fashioned flavor of
SOUR CREAM BUTTERMILK that gets 'em



that's why the West's favorite
Pancake Mix is SPERRY

Sure as the sun comes up in the morning, Sperry pancakes will make you think of Grandma's old fashioned farm breakfasts. 'Cause Sperry pancakes have that out-in-the-country tang of sour cream buttermilk... that rich luscious flavor that means real good eating. When you prepare a griddle full of Sperry pancakes and your family sniffs that aroma float-

ing through the house, just you watch them come flying down to breakfast on time. And Sperry pancakes are so quick 'n easy to prepare. Nine major ingredients are already mixed... accurately blended. All you do is add liquid according to the simple directions on the box. Blend and bake. It's as SIMPLE as that.



8 TOPPING IDEAS FOR PANCAKES AND WAFFLES

by *Martha Meade*
Famous Western Food Authority

Recipes of new, delightfully different ways to make your breakfast pancakes and waffles sing with variety... "8 Topping Ideas" by Martha Meade. You'll find them at your grocer's big display of Sperry Pancake and Waffle Mix... or write to Martha Meade, Sperry Flour, San Francisco 6, California, and she will be happy to send them to you.

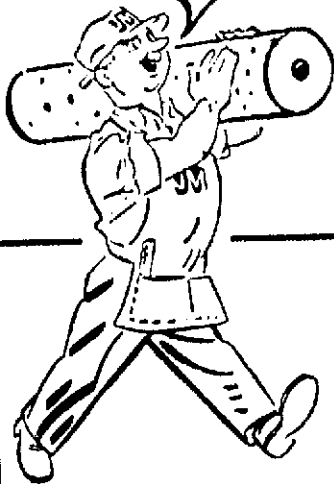
Sperry Division of General Mills "Sperry," and "Martha Meade" are registered trade-marks of General Mills, Inc.



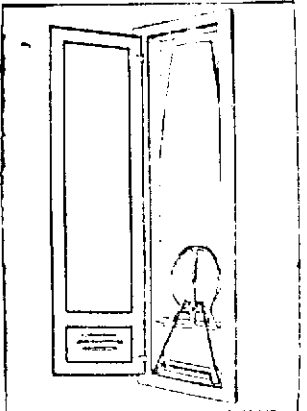
People in the West eat more pancakes than anybody... and their favorite pancake mix is SPERRY!

"LUMBER!"

Let me tell you where to buy everything you need and save \$55 and time. Easy parking for trailers, too.

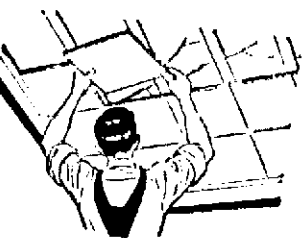


"I play it smart and always take advantage of George T. Wiley's MONTH-END SPECIALS. The prices are low and the quality is good."

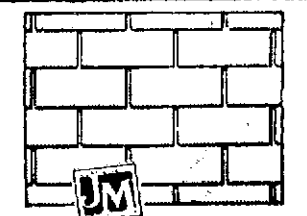


Built-In Ironing Boards
Our \$7.95.....Price **\$7.95**

MEDICINE CABINET
Our \$4.50.....Price **\$4.50**



Johns-Manville decorative ceilings you can install in one day. Reg. 10 1/2 c sq. ft. Our Price..... **9 1/2 c sq. ft.**



Johns-Manville 250-lb. Roof Shingles—Reg. price \$8.32 \$10. Our price..... \$8

LUMBER SPECIALS
3x8 REDWOOD DET. SIDING
Reg. Our \$130 per M
\$145.....Price **\$130** M

CLEAR REDWOOD SIDING
Reg. Our \$100 per M
\$110.....Price **\$100** M

KNOTTY PINE DETAIL
Reg. Our \$100 per M
\$120.....Price **\$100** M

BRASS FRONT DOOR LOCKS
Our \$3.56
Reg. 4.25.....Price **\$3.56**

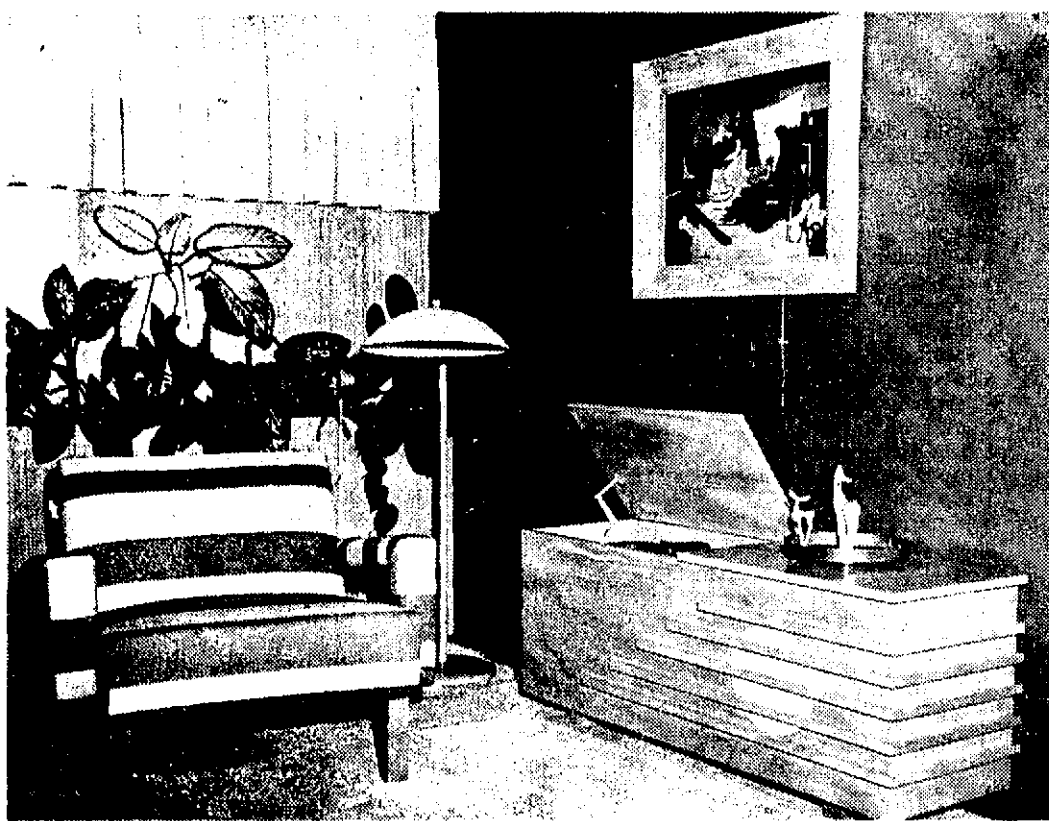
ACME SASH BALANCES
Our \$74c
Reg. 1.08.....Price **\$74c**

DULL BRASS 3 1/2" BUTTS
Our \$48c
Reg. 67c.....Price **\$48c**

2.8x6.8 SLAB DOOR
Our \$6.00
Reg. 11.95.....Price **\$6.00**

Bring your plans for remodel job, we will give you a price for all the materials you need. Supply a carpenter and you don't even need 1c, then you pay only \$3.79 per month for each \$100 needed.

GEORGE T. WILEY
LUMBER COMPANY
6925 Atlantic Avenue
PHONE MEtcalfe 3-1414



A planting box adds foliage pattern to the living room of the Cheevers home. Cheevers and a friend designed the low cabinet for the radio and phonograph.



A street view of the R. V. Cheevers' home gives little idea of the small, walled-in garden and patio which may be seen from inside through wall of glass.

Garden Beauty Layout

By Walter Finch

MOST home gardeners will agree that even a flower border is no more beautiful than a precisely laid-out vegetable plot, with crops growing in straight parallel rows, squared with plot boundaries, without a weed to be seen.

Not only beauty, but efficiency is gained by such a layout. One quick trip with a

wheel hoe down the straight aisle between two rows will destroy hundreds of weed sprouts, in a fraction of the time required to cultivate a disorderly garden.

Rows should be spaced with varying distances between them, depending on two factors: The needs of the crop, and the convenience of cultivation. In rich soil vegetables may be spaced more closely than in poor; but when spaced too close together, it is difficult to cultivate between the rows.

CROPS growing 12 inches tall or less may be spaced 10 inches to a foot apart if cultivated with hand tools. For a wheel hoe, 18 inches is likely to be found a minimum distance to avoid disturbing the roots of the vegetables.

Taller vegetables, and those that make vines, large bushes, or have a sprawling habit, must be given more distance between rows. In small gardens, four feet will usually be the maximum distance, given only for such crops as bush squash and cucumbers.



End of a rake handle will serve for a shallow drill.

After you know where the rows are to be, a line should be stretched to mark the first row.

Some gardeners use a straight, narrow board as a ruler to mark the row. A heavy cord wound on an iron reel is handy, but any strong cord stretched between two stakes will do.

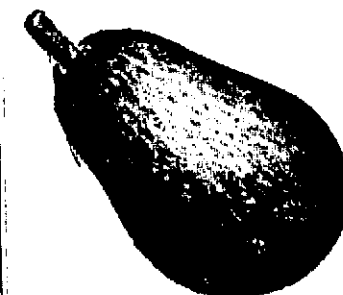
USING the corner of a hoe, draw in the soft soil a shallow trench with this line as a guide. This is known as a drill. Some prefer to use the end of the hoe handle rather than the corner of the blade. Others have small hoes which they like; but it is more a matter of touch than the tool.

For small seeds such as radishes, onions, carrots, lettuce, and endive, a drill half an inch deep is enough. A little deeper for beets and Swiss chard, and an inch for peas, beans and sweet corn will be sufficient. Shallow sowing is preferred nowadays in the cool, moist spring, but make drills a little deeper when hot weather comes.

Kill Snails

TO STOP heavy infestations of snails and slugs, put out plenty of snail and slug pellets now.

During the cold, rainy months snails and slugs multiply swiftly unless checked with a metaldehyde bait. By controlling such colonies now, the spring clean-up will be simplified. Whether traces can be seen or not, toss handfuls of pellets back in the damp, dark places under overhanging shrubbery, trees, and at the base of fences.



AVOCADOS ARE EASY TO GROW

FUERTE AVOCADOS

The leading commercial variety. The finest avocado for home planting in California, because of its high quality and heavy production. Very attractive ornamental. Fruit ripens in late fall to early spring.

LARGE 2-YEAR-OLDS..... **\$2.49**

PACIFIC HYBRID DELPHINIUMS 1-yr.-old clumps 3 for **\$1.00**

Perennial Phlox..... 3 for **\$1.00**

Tuberous Rooted Begonia Bulbs 15c.

Choice Dahlia Tubers (Sprouted)..... 45c.

LILIES

REGALE.....each 20c
Lillium Aratum, Lillium Rubrum, Lillium Tigridum (Tiger Lily).
Each..... **45c**



ALFSON'S SPECIALS

Bare-Root Rose Bushes . . . 39c and up

Popular Varieties 49c or 10 for \$4.65

Night, Southport, The Doctor, Mrs. E. P. Thom, Autumn, Talisman, Etoile de Hollande, Condesa de Santiago, Christopher Stone, Picture, Sister Therese and many others.

CITRUS TREES

Washington navel, kumquat, limequat, Bear's lime, citron orange, satsuma tangerine, Marsh grapefruit, Meyer lemon (tree and bush), tangelo, Valencia orange, Eureka lemon. Choice trees start at..... **\$1.95**

ALFSON'S NURSERY

15629 ATLANTIC (1 Block North of Olive) COMPTON
Phone: NEwmark 1-0324
Between Olive and Compton Blvds. Open Sundays

Home for Outdoor Living

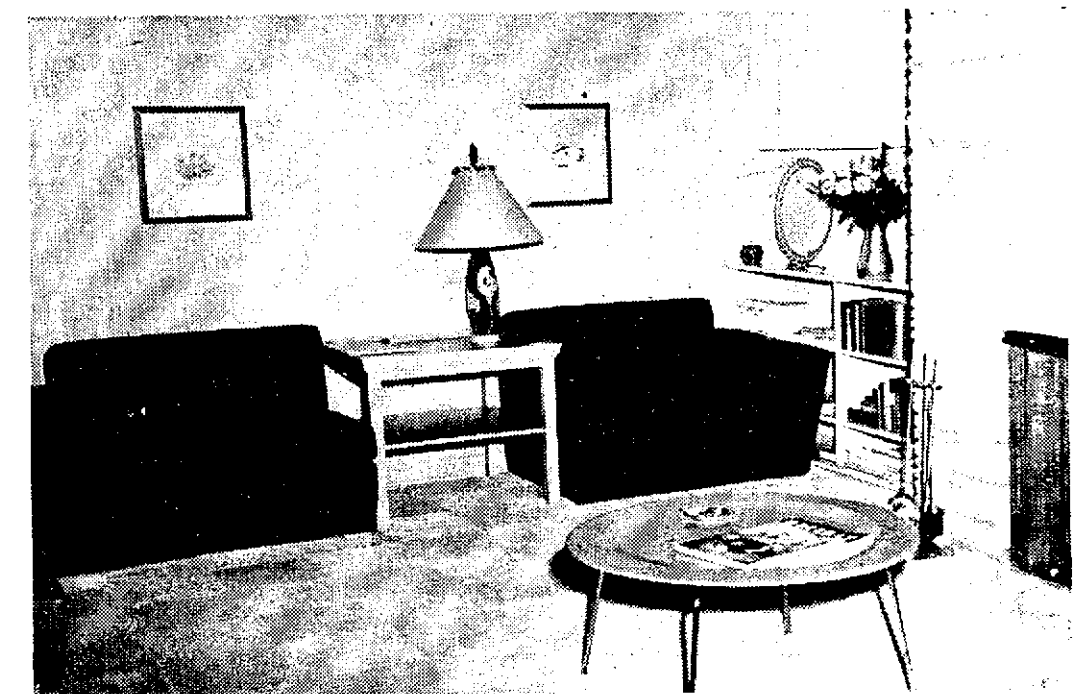
By Althea Flint

CONTEMPORARY design and the Southland's normally sunny climate are utilized to full advantage in the new home of Mr. and Mrs. Robert V. Cheevers who literally live out of doors the year around. This is achieved by using glass copiously to open the house to a small patio and garden.

One wall of the living room is of glass; even in rainy weather the patio patterns of foliage are thus brought into the room. Glass doors in this wall make direct passage from indoors to outdoors easy.

The home is located at 5722 The Toledo, in the Naples district, and planning is such that the small lot on which it is built is used to best accomplishment. A garden of small size, difficult to view from inside the house or not easily accessible from inside, would be forgotten. The Cheevers' patio is accessible from nearly every room and creates a view for most of the rooms. It is of great importance to the success of this home. Its cement floor provides a place for yard furniture and a portable barbecue. The surrounding plantings insure charm.

This patio is such an important feature that the house cannot be entered without going through this courtyard. Besides the glass doors in the living room, the front door and kitchen door both open onto it. The entrance hall is really part of the bedroom hall and opens directly into the living room. The kitchen is built at the front of the house so Mrs. Cheevers can watch what goes on in the street from the win-



In the living room of the Robert V. Cheevers home a panel of flagstone extends from the floor to the ceiling and the fireplace is set in this panel.

dow over the sink. Bedrooms are at the back of the house, away from the street.

FURNISHINGS are small in scale and designed in a contemporary manner to be in perfect harmony with the architecture. Cheevers and a friend designed and built a good-looking radio and phonograph cabinet to repeat the modern design of the room. It is built low and can be operated comfortably from the gray-and-white striped chair is grouped with it. Placed in front of the wall of glass are a pair of brown chairs, blond table and adjustable lamp.

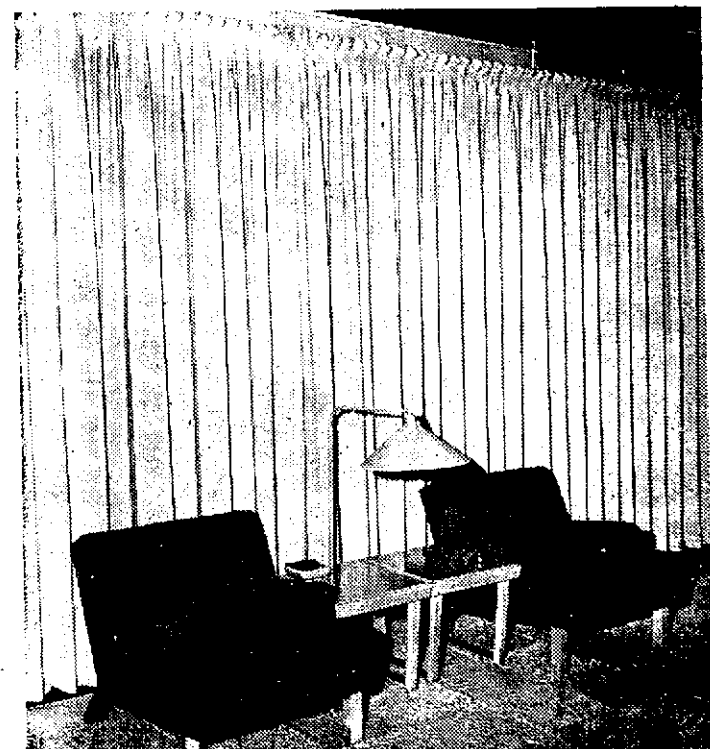
The fireplace is built in a panel of flagstone in the center of the long wall in the living room. Wall space is covered with combed wood given a light finish. Ceiling beams are painted green and the ceiling space between is painted brown. The carpet is a checker pattern of beige squares.

Paintings done by the contemporary artist Marin, a rural and urban scene, are framed on large mats and hung above a green couch. Another colorful contemporary painting is hung over the radio-phonograph combination.

A pattern of foliage is brought into the room in a planting box which extends from flagstone fireplace to the adjoining wall. Bookcases are built on the opposite side of the fireplace.

THE DINETTE is built at one end of the kitchen and is papered in a gray, red and white pattern. A corner window makes this corner seem larger because it provides a spacious view. Draperies can be pulled for privacy from the street. The dining table and chairs are finished in a light gray tone and upholstered in green. Gray formica on the sink counter sets off the yellow walls in the kitchen. This kitchen is small and compact with stove, refrigerator and sink all arranged within a step of one another but with plenty of work surfaces handy.

Large windows in the master bedroom also provide a view of the enclosed patio for the master bedroom, with its pink walls and ceiling and brown bedspread. The second bedroom is done in a refreshing color scheme of yellow and green.



Draperies of a neutral color pull over glass wall and doors to give privacy, provide furniture background.



—Photos by Jasper Nutter

A wall of glass in the living room overlooks the patio and garden and incorporates this beauty into the home.

Tips on Gardening

GARDEN TIPS for the week. . . . This is a good time to plant berry plants. Allow at least five feet between plants and the same distance between rows. Set the plants adjacent to a fence or some

other comparable trellis for support. Otherwise you will have to erect a trellis for them to clamber across.

Onions grow easily from sets. This method of culture being several weeks faster than growing this crop from seed. You can also grow green onions from sets. Brown and white onion sets are usually available. The white ones should be planted at once as they are not good keepers.

Ranunculus and anemone, although usually featured in the fall, can still be planted. If started early this spring plant the corms in full sun; for later plantings semi-shade will prove a more satisfactory location.

Camellia Sale

Reg. \$1.50 size, 1-gal. can. Pink Perfection, Kumasaka. Mrs. John Laing, Chandleri Elegans, Daikagura, Purity, Warratah Rainy Sun. **\$1.25** each 3 for **\$3.25**

PRINCESS BACCIOCHI CARL ROSENQUIST FANNY BOLIS **\$3.95** 5-GALLON CANS

Kitano's ATLANTIC NURSERY

Just North of Olive NEWmark 5-1590
15601 S. ATLANTIC, COMPTON

BEDDING PLANTS

A good selection of snaps, stocks, ruffled petunias, asters, giant pansies, phlox, delphiniums and perennials.

FRUIT TREES 95c. Collection of any 5 PATENT'D ROSES Including the 1950 varieties. **10% off**

Bush Roses 39c-85c

Jenkins NURSERY
4539 CHERRY AVE. PHONE 2-6758
NORTH LONG BEACH
OPEN SUNDAYS

Grow your own *Vegetables*

By Bob Gilmore



Soil should be tamped down firmly around plants that have been freshly transplanted into the garden plot.

YOU CAN cut the high cost of living, be healthier and have a lot of fun by growing fresh vegetables at home. One of the biggest gardening thrills in the world is eating sweet corn just a few minutes after it has been picked; or nibbling sweet carrots or crisp celery grown in your own backyard.

You can grow vegetables just as easily as ornamentals. Many of them, in fact, seem to thrive on practically no care at all. The essentials of successful vegetable culture are proper selection of varieties, adequate soil preparation and sufficient food and drink. Actually there is very little expense involved, and just for the fun of it—when you start harvesting the

crop compare what it would cost if the produce was bought in a store.

Some vegetables are speed burners. Radishes, for example, are ready for the table in just about 21 days. Other varieties take a long time to attain maturity. You should plant both types and thus stretch the harvesting period over as long a time as possible. Your garden supply dealer can tell you the exact number of days it takes for certain crops to reach maturity. Many of the gardening catalogs provide the same information.

It is interesting to note that the early varieties usually have a short harvesting period. They attain maturity fast—and



Seedlings should be thinned out, as the girl gardener is doing above, giving the roots room for expansion.

they produce a crop in a relatively few days. Then it is all over. Mid-season and late varieties, on the other hand, are more gradual in their growth and their harvesting period lasts for a fairly long period of time.

Gardening is at best a seasonal proposition. This is true in spite of the fact that vegetables can be grown in your Long Beach garden for 12 months out of the year. But you have to select—and carefully—just what varieties should be planted for each particular season. There are cool weather crops such as spinach and there are warm weather crops like tomatoes and watermelon. Don't try to push the season as vegetables pushed at the wrong time of the year rarely ever turn out palatable or of high quality.

Another tip—and this is especially important if you are a novice at vegetable growing—is to start in a small way. Don't browse through a vegetable seed catalog and decide to rip up your entire garden. Lawns and ornamentals are a definite part of your landscape. You will be much happier if you just take a part of your garden and devote it entirely to vegetable production. If possible grow your edible plants off in a corner somewhere by themselves.

Root crops, such as carrots, beets and parsnips as well as

leaf crops like spinach, endive or lettuce can be grown best on raised beds. This is the type of culture practiced by large-scale commercial growers throughout the west. The raised beds are constructed by forming furrows parallel to each other and about 30 inches apart, from center to center.

THE DEPTH of the furrows depends on the type of soil and the season. Sandy soils require a shallow furrow; heavy soils during the winter season require the deepest furrows. This is all connected up with the problem of drainage. Water moves rapidly through light or sandy soils; therefore the furrows in this type of a soil need not be deep.

The seeds are planted on the shoulder of the furrows, about one inch back from the edge.

Give Garden Tools Care

By Norman Cobb

HOW WELL your garden grows may depend on the tools that you use and the way they're maintained. Efficient tools that are kept in good repair quickly will change your gardening chores into a pleasure. Implements that lose their edge or are hard to work usually produce a discouraged gardener and a garden that is shoddy and unkempt. The few minutes spent each week in caring for garden tools will insure their life for many years.

One of the most important garden tools is a lawn mower and its companion piece, a lawn edger. Proper oiling is essential if these tools are to

work easily and efficiently. It is advisable to oil them every time they are used. A light, lubricating oil is best.

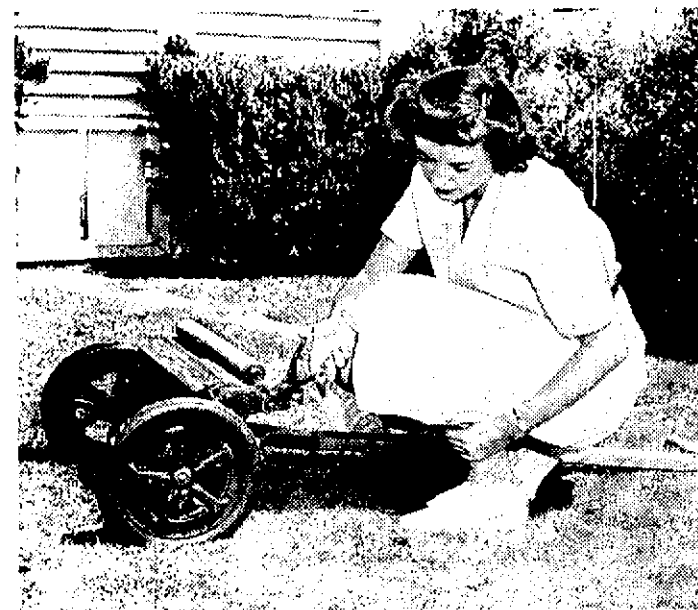
At regular intervals your lawnmower should be taken to a professional sharpener. If a mower is properly maintained it should last a lifetime. Be sure that the blades are not set too low after the mower has been repaired. Tell the serviceman to set the blades so they will cut at a height of about one and one-half inches; one and three-quarters of an inch would be even better. This measure does not hold true for bent lawns, which may be cut much closer.

THE IMPORTANT factor in sprayer maintenance is to keep the entire unit clean. After using a sprayer it should be washed thoroughly and then clear water run through it. This should remove all foreign matter. If the water in your neighborhood is especially hard then trisodium phosphate, a water softener, should be added.

Many of the precision sprayers now on the market have a very tiny orifice through which the spray is propelled. It is possible that certain chemicals in the spray material may have an affinity for the metal of the orifice. These tiny particles will clog this metal, thus interfering with the correct proportioning of the spray material. So wash your sprayer before putting it away.

Many kinds of garden equipment are susceptible to rust. Storing them in a garage may not be taking sufficient precaution. Small hand tools may be placed in oiled sand. This is a wonderful way of preventing rust. Other tools can be wrapped in oiled rags. Be especially careful with pruners and all tools that have cutting edges. Rust will seriously wreck their efficiency.

PRUNING shears should not be abused. They are available in a wide variety of sizes. If necessary have more than



Keeping lawn mowers adjusted, sharpened and oiled is one chore any good gardener knows is necessary.

one shear, rather than employ a small one for a job requiring larger blades. Often, where large trunks are to be removed, a pruning shear should not be used at all. This type of a chore may call for a pruning saw. And don't abuse your pruning shears by cutting poles and other objects not comparable to plant stems.

All tools with cutting blades should be sharpened at regular intervals. Even shovels and hoes will require this treatment every now and then. Garden hoses also wear better if properly cared for. Even though the better hoses are now guaranteed for a certain number of years, they will last way beyond the guarantee period if not mistreated. Don't

run over your garden hose with a machine just because the dealer says its a tough hose. In addition, a hose that is kept on a hose reel or rolled up and stored under cover when not in use will probably outlast one that is continuously exposed to the weather.

Plant Setback

DESPITE the fact that it's widely practiced, there is no real value in setting house plants outside to "enjoy" cool rains. Most plants will suffer a slight setback from this treatment. In general they require a temperature of 50 degrees or better.



What a difference the right trees can make! We have these and many other favorites.

SHE OAK
(Caucasian Stricta)
Fast growing
parkway tree,
5-gallon size, \$149

CALIF. PEPPER
(Schinus Malle)
Beautiful
spreading tree,
5-gallon size, \$149

MANY VARIETIES 99¢
Lambardy, Daplar, Azeala,
Catalpa, Dumbellonia and
many others. 5-gallon can.

HODGES' NURSERY
3337 LONG BEACH BLVD.
Phone 4-2397

FUCHSIA-LA NURSERY
Long Beach's Largest and Most Complete Nursery
3569 Atlantic Phone 4-3221

FUCHSIAS 3" pot..... 3 for 1 ⁰⁰ Large— Gallon size..... 79¢	TUBEROUS BEGONIA 5 for 1 ⁰⁰ Large— 2 to 2 1/2" size 3 for 1 ⁰⁰
SHASTA DAISY Marconi or Esther Reed in Plant Bands, each..... 15¢	MARGUERITE white or yellow, grown in plant bands, ea. 15¢
PYRACANTHA Large red berry type. Gallon size 79¢	FERTILIZER Finely screened. 2 1/4 cu. ft. bags.... 49¢
DELPHINIUMS Clumps—Field grown, 39¢, 3 for \$1	HUMUS Georgia Peat. Tops as a soil conditioner. Large bags..... 1 ⁹⁵
RENOVATOR FOR RENT	LANDSCAPING INFORMATION

SPECIAL SALE BARE-ROOT ROSES

BUSH ROSE 120 VARIETIES 39¢ and up	CLIMBING ROSE 20 VARIETIES 59¢ and up
TREE ROSE 40 VARIETIES 1 ⁵⁰ and up	POLYANTHA & FLORIBUNDA 20 KINDS 59¢ and up

BARE-ROOT FRUIT TREES
NO. 1 GRADE, 6-8-FT. PEACHES, PLUMS, APRICOTS, ALMONDS, NECTARINES, FIGS, APPLES, PEARS, PRUNES. Now ea. 89¢

RHUBARB Strawberry and Cherry 2 for 35¢

New Armstrong Fruit Trees
Peach—Meadow Lark, Redwing, Curlew, Robin, Golden Blush, Plum—Mariposa and Howard's Miracle. Ask for special prices on these trees at nursery.

Perennial Phlox 10 Colors 3 clumps 1 ⁰⁰	Delphiniums Pacific Hybrid 3 clumps 1 ⁰⁰
GIANT CARNATIONS (Cutting) 15 Named Varieties 15¢ and up	BOYSENBERRY Thornless 98¢ doz.
GRAPE VINES 2 for 25¢	FLOWERING PEACH each 1 ²⁵

This Week's Special FUERTE AVOCADO 2⁹⁵ ea.
Notice—These trees will not be in till Friday.

OPEN SUNDAYS
RIVERDALE NURSERY
6755 ATLANTIC PHONE 20-2383

NURSERY AND GARDEN SUPPLIES

CAMELLIAS
1 gal. 49¢ to \$1⁰⁰ 5 gal. 2⁵⁰ up
Camellia Collection—Special

HIGH HAT—Pink Sport of Daikagura
GIGANTEA—(Emperor Wilhelm)
MATHOTIANA—Scarlet—Rose Form Double
CHANDLERI ELEGANS—Variegated, Anemone Form
\$7.95 Value... Now \$6.25

PURITY—Formal Double White
DEBUTANTE—Full Double Peony—Pink
DAIKAGURA—Double Peony—Variegated
C. M. HOVEY—(Col. Firey) Formal Double Red
\$5.00 Value... Now \$3.79

NEW CAMELLIAS 1 gal. \$10.00
C. M. Wilson, Light Pink Sport of Chandleri; Virgin's Blush, Semi-Double to Peony; White Flush, Faintest Pink.

FRUIT TREES
4' TO 6' SIZE 69¢
6 trees for 3.50
5' TO 8' SIZE 89¢
6 trees for 4.50
ALL TREES GUARANTEED

DORMANT ROSES
39¢ to \$250

No. 1 Rose Bush (Common Varieties) 68¢ each
Shade Trees, 6' to 8' and larger 95¢ to 12.50
Grape Vines—European Varieties. No. 1 grade 12¢ each, doz. \$1.15

ALICE'S NURSERY
16021 S. PIONEER BLVD.
South of Excelsior High—Norwalk
PHONE TORREY 5-2382

During the growing season the furrows act as irrigation ditches. Let the water move slowly through the furrows to force maximum penetration. The water moves laterally to the root zone.

Vegetables that can be started now either from seed or from plants are beans, beets, carrots, cabbage, celery, chard, endive, onions, parsley, parsnips, radishes, spinach and turnips. Soon tomato plants will also be ready for transplanting to the garden.

WHY FEED PLANTS?

By J. J. LITTLEFIELD

Plants respond to feeding just like human bodies react to daily diet. For instance: Camellia plants in heavy soil become stunted and are susceptible to fungus disease. Infestation of garden pests on uncared for, unfed plants soon causes the plants to become sickly and eventually die back. Unfed annual or perennial bedding plants grow slower, the blossoms are smaller and the stems are weak and short.

But feeding plants periodically with a complete plant food activates stronger root growth; produces lush foliage; longer, sturdier flower stems; larger, more colorful flowers; and larger and juicier fruit.

Red Star GRO-MASTER is just the complete plant food to use because it contains organic as well as chemical plant food elements. Together, these form an economical, long-lasting plant food!

FREE... Address card or letter to Dept. L, Red Star Fertilizer, Downey, Calif., for 72-page Red Star POCKET GARDEN GUIDE, the complete reference book for the home gardener... or ask your local garden dealer.

Paul's DAHLIAS
A garden of best varieties, ideal for summer decoration. For only \$1.75 a plant, 1 each variety, white, lavender, pink, yellow, etc. 6 BULBS ONLY 1⁷⁵

GIANT CAMELLIA TYPE BEGONIAS
Available at all shade-loving plants. Easy to grow. Lasts through the winter color range. 12 BULBS ONLY 1⁸⁰

TIGRIDA (MEXICAN SHELLFLOWER)
Available at all shade-loving plants. Easy to grow. Lasts through the winter color range. 12 BULBS ONLY 1⁹⁰

FREE!

PAUL'S GARDEN BOOK IN NATURAL COLOR
SEND TODAY for our 1950 catalogue listing dahlia, camellia, begonia, tulip, spray, gladiolus and many interesting varieties.

Paul's FLOWERS
277 Pacific Avenue
BREMINGTON, WASHINGTON

Red Star PLANT FOODS
AT BETTER GARDEN DEALERS

1950 brings you this sensational new PEST-KILLING SPRAY!

ISOTOX GARDEN SPRAY
KILLS Aphids, Lawn Moths, Earwigs, Ants, Thrips, Flies, Mosquitoes—and dozens of other pests!

ORTHO

ISOTOX Garden Spray—the insect spray with LINDANE the great new pesticide that big commercial growers and nurserymen say is the best one yet

You'll be simply amazed and delighted with the way ISOTOX Garden Spray cleans out pests! Its active ingredient, lindane, is quickly toxic to a wide range of troublesome insect pests—and lindane also packs a wallop that is long-lasting in effectiveness. Read the label for full facts about its great range of usefulness.

ISOTOX Garden Spray combines with ORTHORIX Spray for early-season Rose spraying

For effective mildew and pest control, spray now with a combination of ORTHORIX and ISOTOX Sprays as directed on label. To make spraying easy, get a SPRAY-ETTE, the modern garden hose spray applicator. You can get ISOTOX Garden Spray, ORTHORIX and the new SPRAY-ETTE from your garden supply dealer.

CALIFORNIA SPRAY-CHEMICAL CORP.
Richmond and Whittier, California • Portland, Oregon
BENTON AND BOWEN, INC. DES. REG. U.S. PAT. OFF.

"ROCKET 88"
POPULARITY
HITS
NEW HIGH...

SO —

"ROCKET"
PRICES
HIT
NEW
LOW

OLDS
REDUCES
PRICES ON
"ROCKET"
ENGINE

More than a million motorists made this news possible! They heard about the Oldsmobile "88"—tried it—talked about it! And their excitement built a demand for this "Rocket"—Whirlaway Hydra-Matic* car unprecedented in Oldsmobile history! See your Oldsmobile dealer now—check the remarkable reduction in the price of the "88." Then make your date with this flashing Futuramic—get set to enjoy new high-compression power at new low cost!

*Whirlaway Hydra-Matic Drive, at new reduced price, now optional on all models.

SEE YOUR NEAREST OLDSMOBILE DEALER

C. STANDLEE MARTIN, INC.

"Exclusive Oldsmobile Dealer"

1227 American Ave., Long Beach

AUTOMOTIVE

News

Autos Built to Operate in All Kinds of Weather

IF YOU build a home in California, the design and materials are not the same as those for a house you would build in Minnesota.

But an automobile is another matter. It must be able to go anywhere, in any season.

That means your car must be designed to operate equally well in any extreme of hot or cold climate; in dry, dusty country, or wet, humid regions; on mountain roads as well as flat.

To give you such a car, automobile manufacturers put each new model through a series of tests that take at least two years to conduct.

If it's a completely redesigned model, the tests may require from three to four years.

The magnitude of this testing job, plus the strain a new model puts on automotive tooling companies, explains why automobile companies usually make model changes by degrees rather than attempt a complete redesign job all at once.

A new model starts with the making of several "development test cars." They go through initial tests to iron out the inevitable "bugs"—tests of engine power, gasoline economy, brakes, acceleration, hill-climbing ability and so on.

AGAIN TESTED

After flaws are corrected, a number of "durability" models are built. They are driven about 25,000

miles over various kinds of roads, including a severe "rough road" test.

They're then checked completely for any signs of wear. Further changes are made if necessary.

Next, the durability cars are sent on cross-country tours. They get gruelling tests on mountain roads and in desert heat. Special instruments provide a constant check on every detail of their performance—on water and oil temperature at vital operating points, on the effectiveness of the carburetor's air filter, and scores of other items.

Meanwhile, in company laboratories, other engineers duplicate the conditions of the road tests. Findings are checked against each other, to guard against errors.

In hot, dusty regions, the carburetor air filter is the big problem. An oil-bath type is needed.

On extremely dusty roads, it may require daily cleaning to protect

Parking to Fit

BOSTON. (U.P.) A parking lot near Boston's busy North Station is aptly named. A sign, neon-lighted, reads "Fitz-Inn Parking."

the engine cylinders from being ruined.

In cold climates, motorists who drive only short distances each day need more frequent changes of motor oil to prevent acid corrosion of engine cylinders.

And in zero weather, don't set the hand brake. It may freeze to the brake drum and cause damage.

40 BELOW

In "cold rooms" that can duplicate conditions found when the mercury drops to 40 below zero, the operation of brakes, windshield wipers, engines, heaters, defrosters, lubricants, door handles and locks, are carefully studied.

At such temperatures, engines must be heated slightly before they'll start. For this reason, most cars built in Canada have provision made for plugging in an electric engine heater.

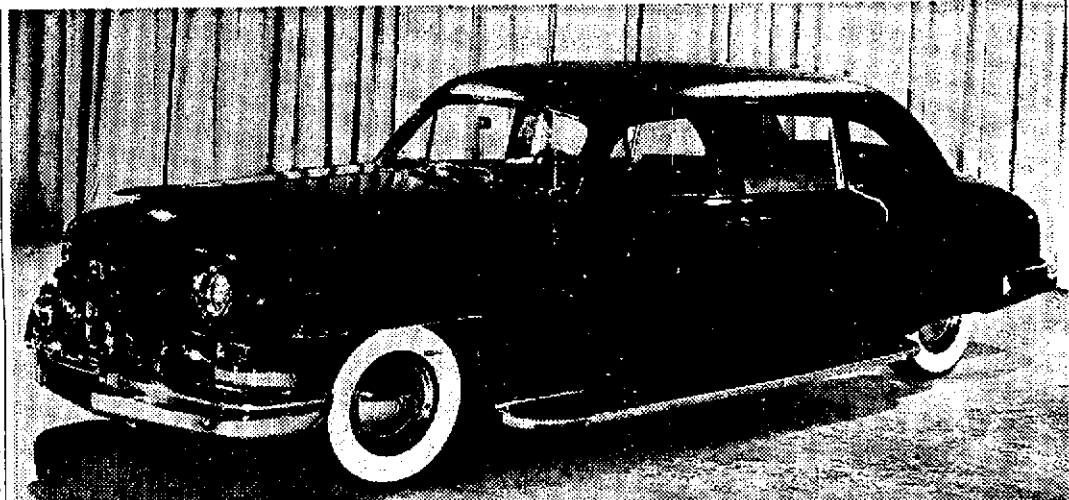
This is the only design concession automotive firms make for climate variations.

The car body also goes through laboratory tests to check its resistance to heat, cold, rust, noise, rain and dust.

One such test involves use of a suction fan to pull air from inside the closed body. A "smoke stick" then is passed along the body. At any point where smoke is pulled into the body, insulation must be improved.

Today's car bodies have layers of insulating material in the roof and on the floor, plus sound-deadening material at various points. Door and window openings are weatherstripped and the entire body is treated to resist rust. Fiberglass insulation is used on the sides of the body.

While modern cars are designed for all climates, engineers find a few items need special attention.



PRESIDENT'S CAR—Above is the No. 1 White House custom Lincoln Cosmopolitan limousine which has been delivered to the government for President Truman's use. The special car has a wheelbase of 145 inches, compared with the 125-inch wheelbase of a standard Lincoln Cosmopolitan sedan. The car was designed by Lincoln-Mercury engineers under the direction of Harold T. Youngren, vice president-engineering, Ford Motor Company. It is powered with a standard high compression 152-h. p. V-type 8-cylinder Lincoln engine and is equipped with heavy duty Hydra-Matic transmission. The President's car is one of a fleet of nine limousines and a Lincoln Cosmopolitan seven-passenger convertible being custom built for White House use under a leasing arrangement which has long been the practice. All of the limousines have extra high tops to provide clearance for the occupants' formal dress top hats.

White House to Lease Fleet of 10 New, Custom-built Lincoln Limousines

FIRST of a special fleet of custom Lincoln Cosmopolitan limousines has been delivered to the White House, Benson Ford, vice president and general manager of the Lincoln-Mercury Division, Ford Motor Company, has announced. The seven-passenger limousine is the first of nine similar limousines and one Lincoln Cosmopolitan seven-passenger convertible being custom built for White House use.

The 10 Lincoln Cosmopolitans are being leased to the government under a contract with the motor company through which the title remains with the company. A similar leasing arrangement for White House cars has been in effect for many years.

The President's car as well as three other limousines have been fitted with special gold-plated appointments in the passenger compartment which is separated from the driver's compartment by a glass partition. The remaining five limousines have chrome-plated appointments. All 10 cars are painted black and each has two extra folding seats.

The cars were designed by Lincoln-Mercury engineers under Harold T. Youngren, vice president, engineering, of the company. Each car is powered by a standard high-compression, 152 h. p. V-type Lincoln eight-cylinder engine and each is equipped with heavy-duty Hydra-Matic transmission.

The No. 1 limousine has a special wheelbase of 145 inches as compared with the 125-inch wheelbase of standard Lincoln Cosmopolitans. It also has a special frame, chassis and springs.

The upholstery of Car No. 1 is a rich gray, shadow-stripe broadcloth with gray grain metal garish mouldings. This is offset with gold-plated fixtures.

Failure to Start

Loose or corroded battery terminals and pitted ignition points are two of the most frequent causes of an auto engine failing to start, say mechanics of the Automobile Club of Southern California.



A distinguished combination...

For the motorist who demands the best, Union Oil Company proudly offers Royal Triton Motor Oil and 7600 Gasoline. Royal Triton—the famous purple oil—is designed to meet the lubricating needs of the finest precision-built motor cars. 7600—the gasoline of the future—more than meets the power requirements of today's highest compression engines. Both are available at the sign of the seventy-six.

UNION OIL COMPANY

Cadillac

WHERE

QUALITY

AND

ECONOMY

MEET



CADILLAC "61"

With Hydra-Matic

WINNER IN

PRICE DIV. G

22.97 Miles Per Gal.
58.52 Ton Mi. Per Gal.

in the
Mobilgas Grand
Canyon Run

"60-S", "62" and "61" with
Hydra-Matic placed 2nd, 3rd
and 4th in ton miles per gal-
lon among the total field of 31
cars entered in the economy
test, proving once again
Cadillac's superiority.

SEE THESE
WINNING CARS
AT

RIDINGS

Your CADILLAC Dealer

AMERICAN at 15TH

Ph. 7-2241

Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

The 1950 Mobilgas Grand Canyon run, first since 1941 is now history and this year it turned out to be a Long Beach dominated event with Art Hall's Mercedes winning first prize in the Sweepstakes division and Bud Riddings' Cadillac placing third in top honors. The two Long Beach dealers won four of the 10 classes.

Listed below is the final tabulation of results as posted by General Petroleum officials according to price divisions, f. o. b. factory.

CLASS	Make	Model	Price	Make	Model	Price
CLASS A	Mercedes	300	25,450	Mercedes	300	25,450
CLASS B	Mercedes	220	21,350	Mercedes	220	21,350
CLASS C	Mercedes	190	18,950	Mercedes	190	18,950
CLASS D	Mercedes	170	16,950	Mercedes	170	16,950
CLASS E	Mercedes	150	14,950	Mercedes	150	14,950
CLASS F	Mercedes	130	12,950	Mercedes	130	12,950
CLASS G	Mercedes	110	10,950	Mercedes	110	10,950
CLASS H	Mercedes	90	8,950	Mercedes	90	8,950
CLASS I	Mercedes	70	6,950	Mercedes	70	6,950
CLASS J	Mercedes	50	4,950	Mercedes	50	4,950

Average of the 31 cars entered in the 750-mile course to be completed within 18 1/2 hours was 23.326 miles per hour, 41,370 miles per gallon, 22,074 and ten miles per gallon 50,237.

A. R. C. Dossier, well-known garage man in Long Beach for the past 24 years, announced last week that he expects to have the 1951 Kaiser on display April 1 at his new K-F agency headquarters at 1235 American Ave.



A. R. C. DOSSIER

According to Dossier, the '51 Kaiser line is all new from bumper to bumper and from roof to roof, offering 12 body types.

Alaska Highway Gets Increasing Traffic

FAIRBANKS, Alaska. (AP) Many more vehicles are using the 1500-mile Alaska highway from Dawson, B. C., to Fairbanks by way of five mountain ranges, 120 rivers, 8000 mountain streams and three time zones.

Frank A. Metcalf, Alaska highway patrol chief, said 6417 automobiles, trucks and other vehicles drove past counters at Tok Junction during 1949. In 1948, 4962 vehicles used the road.

The highway, built at a cost of \$138,000,000 in 1942, is an all-weather gravel type. It is the only route connecting Alaska with Canada and hence the United States by land.

Built for military use during the war, the Alaska highway was opened for tourist use in February, 1948. The route wanders through a vast, nearly uninhabited land for hundreds of miles, but the greatest distance between accommodations of some kind is only 94 miles.

Special and DeLuxe four-door sedans, two-door sedans, club coupes, business coupes and two and four-door Traveler utility sedan each with a customer's choice of conventional drive, overdrive or Hydra-Matic.

The new Kaiser engine that bears the name "Supersonic" is a six-cylinder, L-head power plant of 115 horsepower, Dosser reported.

When puncture-sealing tubeless tires are introduced by the E. F. Goodrich Co. in Los Angeles Tuesday, Hollis W. Harris, the company's local distributor will be on hand to preview the new tire.

Meeting with more than 500 other tire dealers in this region, Harris will see an actual road demonstration of tubeless tires, mounted on a 1950 automobile, running over rows of 3-inch spikes without damage or danger of going flat.

DEALER DOINGS Pat Healy, who has been selling automobiles on Long Beach Auto Row since 1934, reports that he has joined the new car sales staff of local dealer Art Hall.

Speedometer Device Hailed for Safety

SILVER CREEK, N. Y. (AP) Development of a new automobile speedometer device may help cut down the country's traffic fatality toll.

A gadget which constantly projects in brilliant illumination the changing reading from the dashboard speedometer to a tiny metal screen on the windshield has been put into production by the Silver Creek Precision Corporation. The device-sized screen, named the Glowmeter, is fastened approximately two inches below the driver's normal line of sight.

The relatively inexpensive apparatus is hailed by the concern's president, Lawrence Schmitt, as "the first basic improvement in the instrumental indication of speed since the advent of the magnetic speedometer decades ago."

"The automobile driver now can keep his eyes on the road where they belong at all times and still know his exact speed," Schmitt said.

French Court Rules Bicycle Not Vehicle

DIJON, (AP) When Claude Jacquemin, farm laborer, rode his bicycle home without a red rear light he really started something. The policeman, who whistled at him in vain, hailed him into court as being in control of a vehicle which failed to stop. The magistrate, ruling that "a bicycle is not a vehicle because it has no axle," released him.

The public prosecutor appealed against the decision and Jacquemin found himself in the appeal court here listening while learned lawyers argued it out. In the end Jacquemin won. The Dijon appeal court decided that after all a bicycle was not a vehicle.

Court Takes Owner's Word for Car's Value

MINNEAPOLIS. (AP) John J. Malloy went to court to protest against tickets that a policeman had issued on his car.

"It isn't a car," Malloy told the judge. "It's a wreck."

Judge Rolf Fosseren ruled that if the car was no longer a car but a wreck, Malloy must be found not guilty of parking violations.

The car was towed into the police garage and consigned to a wrecking company.

Regular Check Urged

Motorists who haven't done so recently are urged to have the safety features of their car—brakes, tires, lights, windshield wipers and horn—checked to make sure they are in good operating condition. For winter driving it is particularly important that these safety units operate at peak efficiency.



SWEEPSTAKES WINNER—With victory smiles on their faces, members of the sweepstakes winning team in the Mobilgas Grand Canyon run, world-famous fuel economy test, receive trophies from Gov. Dan Garvey of Arizona. Left to right, they are Art Hall, Long Beach Mercury dealer, who's entry won the Sweepstakes award; Les Viland, passenger; Clay Smith, passenger; Gov. Garvey, holding the Class D trophy also won by the Mercury; Bill Stroppe, driver, and Paul Neal. In front of Neal is the huge Sweepstakes trophy which the winner holds for a year.

Production Starts on New, Smaller Nash

DETROIT, Feb. 25. (AP) Nash should be emphasized, however, in its new smaller automobile, that they are models supplementing larger cars in both instances.

Output volume isn't very large. In both cases the new models give company's new model work has their makers wider market coverage into the two new smaller models.

The new vehicle should not be confused with the experimental model Nash has been showing about the country. Nash hasn't yet disclosed whether that car with a low-horsepower, foreign-built engine, ever will reach the assembly lines.

Nash hasn't given out details of the new car just put in production. It is understood, though, to be a two-door sedan on a 100-inch wheelbase. Seating three passengers in the front seat and two in the rear the new unit will use Nash's integral body-and-frame construction. A six-cylinder, 82-horsepower engine is being used.

Barring some wholly unforeseen change in plans, Nash will become the first car maker to introduce the new type of smaller car. Kaiser-Frazer has been showing its new smaller vehicle at the Chicago Auto Show that closes tomorrow. It, too, has a 100-inch wheelbase.

INTEREST IN PRICES But the new K-F car isn't scheduled to go into production until late in June. Meanwhile, more than ordinary interest is developing around the probable price tags to go on the two new cars.

Nash presumably will announce its price shortly before the car is introduced by its dealers a couple of months hence. K-F, on the other hand, will not have to disclose its price until several weeks after it has seen the new Nash—and its price tags.

The two cars were designed to sell at the lowest prices possible for vehicles of standard tread. The manufacturers argue that because they can accommodate five passengers they cannot properly be called small cars.

Kaiser-Frazer wants to sell its version at less than \$1200 if production costs will permit. Nash hasn't indicated a price range, other than to intimate its car was designed to sell at less than the present lowest-priced Chevrolets, Fords and Plymouths.

Nash has a distinctive name chosen for the new smaller unit—one associated with the Nash unit—but has not yet announced it. The name of the new Kaiser-Frazer car in the same size has not yet been decided.

Nash and K-F expect to sell many of the smaller cars. It

K-F Production Starts March 1

DETROIT, Feb. 25. (AP) Production work on Kaiser-Frazer's new 1951 lines of cars will get under way March 1.

This will be two weeks ahead of schedule. Initial work will be on the new Frazer models, but a second assembly line for production of the new Kaiser models will be activated on March 10.

Pilot models of the new cars have been shown to dealers and industry writers and during the current week have been on display at the Chicago Automobile Show.

Auto Owner Brings Fire to Firehouse

OMAHA, (AP) Miles Kaiser, Council Bluffs, Iowa, brought a fire to the fire department. But he didn't get quick service.

When Kaiser drove up to a fire station here with his automobile smoking, he found nobody home. The firemen were off fighting another fire.

A telephone call brought a fire truck from another station. But by the time it got there the fire in Kaiser's car had gone out of its own accord.

Tinted Windshield Glass Cuts Glare

A new safety plate glass for automobile windshields reduces glare and heat on bright sunny days.

It is chemically tinted a slight bluish-green, to cut out 15 per cent of the infrared rays of sunshine.

The glass reduces eyestrain on sunny days and does not distort vision.

Bus Kidnaps Auto

BOSTON. (AP) A bus "stole" an automobile here. During a snowstorm, William Orphanos parked his new car in the street. When he returned a half hour later it was gone. A bus had locked bumpers with the automobile and carried it several blocks, where the car was found, undamaged.

Mail Goes Through

LEWISTON, Idaho. (AP) A snow sled powered by an engine and propeller has been designed by mechanic Gunnar Anderson to bring the mail into Dixie, tiny snow-bound community 138 miles southeast of here. The sled will make the 39-mile run from Elk City to Dixie for some 60 residents.

WINNER in Price Div. "B" of the

GRAND CANYON ECONOMY RUN

the

1950 FORD

with Overdrive

AVERAGING 23.326 MILES PER GALLON

Now on Display at

Mel Burns, Inc.

2000 American, Phone 7-7491

Freeman A. McKenzie, Inc.

133 American Ave., Phone 6-9611

In Mobilgas Grand Canyon Economy Run

STUDEBAKER WINS AGAIN!

LAND CRUISER WITH OVERDRIVE WINS CLASS "E" AWARD

CHAMPION WITH OVERDRIVE PROVED MOST ECONOMICAL AMONG ALL CARS REGARDLESS OF PRICE - CLASS OR SIZE

Averaging 24.887 miles per gallon of gasoline and making 55.6855 ton miles per gallon.

Averaging 26.551 miles per gallon of gasoline and making 51.8399 ton miles per gallon.

This means that Studebaker established two of the best records in the toughest stock car run in America—proof again that Studebaker is your most economical buy.

Traveling 751 miles from Los Angeles—through the mountains—into Death Valley—then via Las Vegas and Hoover Dam to the Grand Canyon—the Studebaker Champion and 30 other cars of 16 makes competed in the Mobilgas Grand Canyon Economy Run February 15-16.

Each car had to carry four passengers—had to average more than 40 miles per hour—and a 1950 Studebaker Champion 4-door sedan with overdrive and using "regular" Mobilgas beat them all in straight-out gasoline economy.

REDUCED PRICES ON ALL NEW 1950 STUDEBAKERS SAVE YOU \$86 to \$141

Share in Studebaker's success! Get the benefit of Studebaker's all-time peak production! Drive America's most distinctive car—fastest selling car in Studebaker history!

-AND LOOK AT THIS!

Here are the gas mileage figures made in this contest by the 4 largest selling lowest price cars:

	miles per gallon
Studebaker Champion with overdrive	26.551
Car B with overdrive	23.326
Car C	21.254
Car D	21.071

NASH got the amazing mileage of 25.522 miles per gallon for the "Statesman" and 26.424 miles per gallon for the "Ambassador" on the Mobilgas Grand Canyon Economy Run.

• OVERDRIVE EQUIPPED •

• YOU CAN OWN A BEAUTIFUL 1950

NASH

For only \$495⁰⁰ Down and \$54⁰⁵ per month Up to \$300 over market for your trade-in!

- COMPARE THESE FEATURES
- ★ Twin Beds
 - ★ 30% More Gas Mileage
 - ★ Airflyte Construction
 - ★ Reclining Front Seat
- and Accept Nothing Less—Choice of:
1. Smooth Flowing Hydra-Matic
 2. Famous Gas-Saving Overdrive
 3. Standard Transmission (In Use Over Two Decades)

SEVERIN MOTORS — 630 AMERICAN
Phone 70-3941

Cars Improve, Prices Drop Since 1920

DETROIT. A review of the 12 present makes of U. S. passenger cars whose ancestors were on the road in 1920 shows that, on the average—

Their price has dropped from \$2760 for four-door models, to \$1805.

Their horsepower has risen from less than 40 to over 100.

Their weight 3300 pounds today, or 300 more than in 1920.

Their overall length has in-

creased from about 14 to about 17 feet.

In terms of the average U. S. industrial wage, it takes only 34½ weeks to earn the price of today's cars, where it took 92½ weeks back in 1920.

While the over-all width of cars has increased only about five inches since 1920, seats are over a foot wider and in some cases even more, because the body has been widened into the space for-

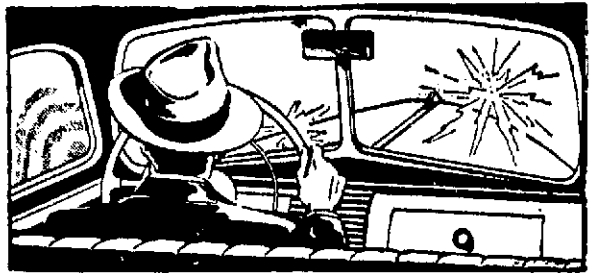
merly used only by fenders.

And where the car built in 1920 had a life of about 25,000 miles, the average car built today will travel more than four times that distance before it's finally scrapped.

Even the most expensive cars of 1920—those selling at over \$5000—had less horsepower than the lowest priced cars on today's list, and lacked hundreds of refinements that are standard on today's models.

Among those items that were unknown in 1920 were the all-steel body, four-wheel hydraulic brakes, safety glass, built-in luggage compartments, windshield defrosters, synchro-mesh transmissions, coil spring suspension, automatic spark advance, automatic voltage regulator, sealed-beam headlights, and sound-proofed and weather-insulated body construction.

NEED NEW AUTO GLASS?



DRIVE IN TODAY FOR COMPLETE, FAST SERVICE, LOWEST PRICES. WE CATER TO INSURANCE TRADE

Marine Glass Co.

SCOTT-WOODARD-SCOTT-SR.
GLASS FOR ALL PURPOSES
Cor. 14th and Magnolia Ph. 7-7475
MEMBER OF LONG BEACH BUILDERS' EXCHANGE

Something New, Custom Motor Tune With

"Motograph"

See the record of motor condition written by the motor itself.

\$4.50

Call for Appointment

SPEEDOMETER SPECIALTIES CO.
124 E. PACIFIC COAST HWY.
PHONE 6-1463



NEW KAISERS COMING—A complete new line of 1951 Kaisers, new from bumper to bumper and road to roof, is being announced by Kaiser-Frazer Corp. Styled distinctively in Continental fashion, the new automobiles introduce many safety advances, including the first full-length crash-padded instrument panel, greater safety glass area than any other sedan, and a balanced blending of body and chassis which provides exceptional performance and roadability. The Kaiser's new 115-h.p. "Supersonic" engine is available with a choice of conventional drive, overdrive or Hydra-Matic transmission. The new models are expected to arrive at Dossor Motors, 1235 American Ave., by the first of April.

Helping Hand

GREENVILLE, S. C. (AP) Failing to start a car he wanted to steal, Everett Godfrey had a wrecker haul it to a garage for repair, a grand larceny warrant charged.

42 Years, No License

CHAPEL HILL, N. C. (AP) A citizen fined for driving without a license told the court he thought he'd been pretty lucky to have got by without one since he started driving in 1908.

Now He Knows

FLORENCE, S. C. (AP) Eight police cars chased a motorist for 25 miles at 105 miles an hour some of the time. Alibied William J. Gilbert, 25: "I didn't know any one was following me."

22.07 miles per gallon average

with Mobilgas!*

In Grand Canyon Economy Run—

31 different makes and models of modern cars, driven at maximum legal speeds by amateurs, averaged 22.074 miles per gallon of Mobilgas* (Regular or Special grade as selected by the drivers) over a 751-mile course where altitudes ranged from below sea level to over 7000 feet, temperatures varied from below freezing to summer heat.

Certified by

For performance with economy, get the gasoline used on the Grand Canyon Economy Run—Mobilgas or Mobilgas Special—whichever your car needs.



Copyright 1950

GENERAL PETROLEUM CORPORATION

—using nature's gift to better mankind

Many 'Rumored' Small Cars Actually Tested; Unlikely Few Ever Will Be Produced

By DAVID J. WILKIE
Associated Press Automotive Editor

DETROIT. (AP) There probably is no industry in the world as subject to rumors as is the auto industry. If rumors could be believed, just about every carmaker is ready to bring out a smaller automobile on short notice. By smaller auto is meant one of about 100-inch wheelbase.

Soon after Nash and Kaiser-Frazer confirmed reports they would build a new low priced car this year the rumors got around that at least one of the industry's "big three"—Ford, Chrysler General Motors—had experimental models of similar cars undergoing road tests.

It wouldn't be unusual if several car makers were running tests with smaller cars. They are continually testing vehicles of varying types and with varying power plants, transmissions and other vital components.

But road tests with hand-built models and assembly-line production of such vehicles often are far apart. One leading car builder has been testing a small car with individual motors on each wheel. Another has tried out a small unit with a "swinging" or "flexible" rear axle.

MUCH LEARNED

There probably isn't the remotest possibility either of these two cars ever will be put into production. But the car companies learn something from all such experimental work.

Test models of front wheel drive cars, pancake type engine cars and rear engine vehicles have been on the testing tracks. They have been built not only by newcomers in the industry but by the older established companies.

As far as can be seen right now no car of radical design may be looked for in the next five years or more.

In 1945 General Motors built a pilot model of a small car that in styling had just about everything a car buyer would want. However, when manufacturing costs were added up it was found the price tag could be only a little under the lowest price Chevrolet—and the car would have to be smaller than the Chevrolet.

So the small G. M. car went onto the shelf.

It is a fairly safe assertion that any type of automobile that may

now be suggested by any newcomer in the auto industry already has been thought of—if not tested—by one or more of the older car makers.

MARKET DOUBTED

Most of the larger car companies do not believe the market for smaller cars is great enough to justify the cost of tooling up for their production. But should they prove wrong in this assumption they probably would have little trouble getting on to the assembly lines.

Certainly their laboratory and proving ground tests have given them all the answers to what's involved in their assembly line production and what may be expected of them on the highways.

The new smaller, lower-priced Nash is due to be shown publicly in April. Kaiser-Frazer's new candidate in the lowest price bracket is being shown publicly for the first time at the Chicago Automobile Show. It will go into production in June.

Nash should be able to get a fairly sizable volume of output before the normal spring and early summer market runs out. While K-F. will be a little later with its new smaller model it will have its line of other cars out well in advance of the selling season's peak point.

It is no secret, however, that K-F. is putting great hopes on the new smaller unit.

New Car Sales Reported Ahead of Season Norm

DETROIT. (AP) New car sales continue to run higher than normal for the early weeks of the year.

This is indicated in surveys by many of the leading car makers, who check their retail sales every 10 days. The possibility of a curtailment in production because of materials shortages may be a factor in this trend.

However, by all normal precedents, sales should be showing a drop right now. Probably the pressure from the factories on their retailers to step up sales effort largely is responsible.

TRADE-INS SPURT

One thing shown in the surveys by the various manufacturers is that an increasing number of used cars are being traded in on new car purchases. That means much of the sales volume currently is coming from the replacement market.

The size of the replacement market is one of the most difficult things in the industry accurately to evaluate. Prewar models have little trade-in value. Even on some models of post-war cars the resale possibilities are discouraging to the car owner.

Where the trade-in offered for a year-old car, for example, is around \$1000 below original list price, the owner is likely to give up any idea of immediately buying a new car.

BIG SALES SEEN

But the car makers quite generally say sales should be heavy for many months to come. If they continue at present levels right into the spring selling season there could be a shortage of some makes around April 1. Production continues to hold up well despite the idle assembly lines in several plants. Interesting and certainly unexpected has been the volume attained by the industry so far this year. At the time of the steel strike late last year it was said the car factories would feel its effect until well into February of this year.

Instead of a cut in output a sharp increase has been registered over the same period of last year. So far this year the factories have built 897,076 cars and trucks. In the same period of 1949 output totaled 737,240 units.

SPRUCE UP for Spring



YOUR CAR WILL LOOK LIKE NEW WITH A NEW PAINT JOB AT IRWIN'S

- Body Repairs
- Auto Accessories
- Complete Upholstery

IRWIN

AUTO WORKS
2525 East Anaheim
It Costs No More in OUR MODERN SHOP
Phone 8-5009

Average Car to Give 103,000 Miles of Use

PHILADELPHIA. (AP) Today's automobile life expectancy has doubled. Today, whether the vehicle is ready to fall apart or is fresh off the assembly line, chances are that it will have more than 12 years of service and 103,000 miles behind it before reaching the junk heap. This compares with an average life span of about six years and 25,750 miles for the car of 1925.

These figures are cited by W. L. Aiken, chief automotive engineer at S. K. F. Industries, Inc. He's already driven his own car more than 200,000 miles—and it's still going strong.

Wilmington, Del., in Win for Best Lights

CLEVELAND, Ohio. (AP) The street and traffic safety lighting bureau here reports that Wilmington, Del., is the "most safely lighted city of its size in the world."

Traffic injuries in Wilmington during 1948 were under those of 1933 despite a state-wide increase of 15 per cent, with 100 per cent more vehicles, the bureau said. "This is all due to a progressive program of street lighting improvement," the bureau added.

Growers of Natural Rubber See U. S. Synthetic Plants as Threat to Their Future

By BRUCE BLOSSAT
NEA Staff Correspondent

NEW YORK. (NEA) Far Eastern growers of natural rubber wish the United States would stop making rubber out of petroleum. They rate the synthetic industry a real threat to their future.

Most upset is Great Britain, hard pressed as it is for dollars. It counts rubber the No. 1 dollar earner of the so-called sterling bloc, the group of countries tied to Britain's currency, the pound sterling.

Last year the product of rubber plantations in Malaya and Ceylon and other spots earned as many dollars for the sterling areas as did all of Britain's manufactured goods. Recently the British Rubber Development Board set up a bureau in Washington to promote greater sales in America. Far Eastern growers are co-operating.

The British are said to be somewhat skeptical of the "national security" angle of this country's synthetic program. They are reported to feel the prime purpose of maintaining our synthetic plant is to keep a competitive sword dangling over foreign producers' heads so they can't hike prices.

Yet present U. S. law authorizes the President merely to keep in stand-by condition the bulk of the 665,000 tons' synthetic capacity considered essential to security. Factors other than mandatory control have held U. S. use of synthetics high.

BRITISH WON

British leaders did win a concession on this score during the "dollar crisis" conference in Washington last September. To open the way for heavier sales of natural rubber, our government shortly afterward reduced prescribed synthetic production. We also indicated we would buy more natural rubber from sterling areas for military stockpiling.

Many experts are doubtful, however, that any of this will really do Britain much good. Theoretically Far Eastern growers can sell perhaps another 500,000 tons of rubber in our markets. But men in the trade say this could be arranged only if American users were willing to outbid other countries by offering higher prices for a product already in short supply.

World consumption of natural rubber is at an all-time high, around 25 per cent above prewar 1939. Yet foreign producers still resent the sizable chunk of total rubber output represented by U. S. synthetic manufacture. They know they have the capacity to turn out even more if they can solve their production problems.

President Truman's recent rubber report to Congress estimated 1949 world output of natural rubber at 1,480,000 tons. Top producers were Malaya with 675,000 tons and Indonesia with 425,000. But total world capacity was set at 2,125,000, with Malaya figured at 750,000 tons and Indonesia 900,000.

What keeps their output down when demand is so high? The experts don't agree.

John L. Collier, president of B. F. Goodrich Co., says foreign growers are inefficient. He urges more modern management and planting of higher-yielding rubber trees. The best of these, he says, can average 1500 pounds of rubber an acre, against an overall average of 400 for all growing areas.

Others lay great stress on dam-

age said to have been done to plantations by the Japanese invasion of southeast Asia.

Still others blame inefficient labor practices stemming from the general political unrest affecting native populations in Asia and the fact that materials needed for treatment of raw rubber have been scarce or substandard.

Whatever the reasons, production isn't keeping pace. Measured against use in the late 19th Century, or even a decade ago, consumption is colossal.

In 1870 this country consumed 4000 tons of rubber—about a quarter of a pound per person.

Now its 250 times that figure, and 50 per cent above the highest pre-war level. Per capita use is around 14 pounds today.

It looks like there's going to be room for everybody.

'Not So Much Wrong' With Offender's Car

DUBLIN. (CP) A man who was fined four guineas (\$12) because his car was held together mainly by cord and Providence, protested that it had only a "few things" wrong with it.

The judge still thought the fine was reasonable when he read aloud a description of the car, which said:

"The bonnet was tied with cord; there was neither hand-brake nor foot-brake; the steering wheel turned almost fully around before it acted on the wheels; the rear mudguard was held in place by a rope; the off-side driving door was a fixture with no handle, and entry had to be made through the nearside door; the right window was fixed so that a hand signal could not be given; the horn would not blow, and the front mudguards were loose."

"Did you say a 'few things' or did I imagine it?"

There was no answer.

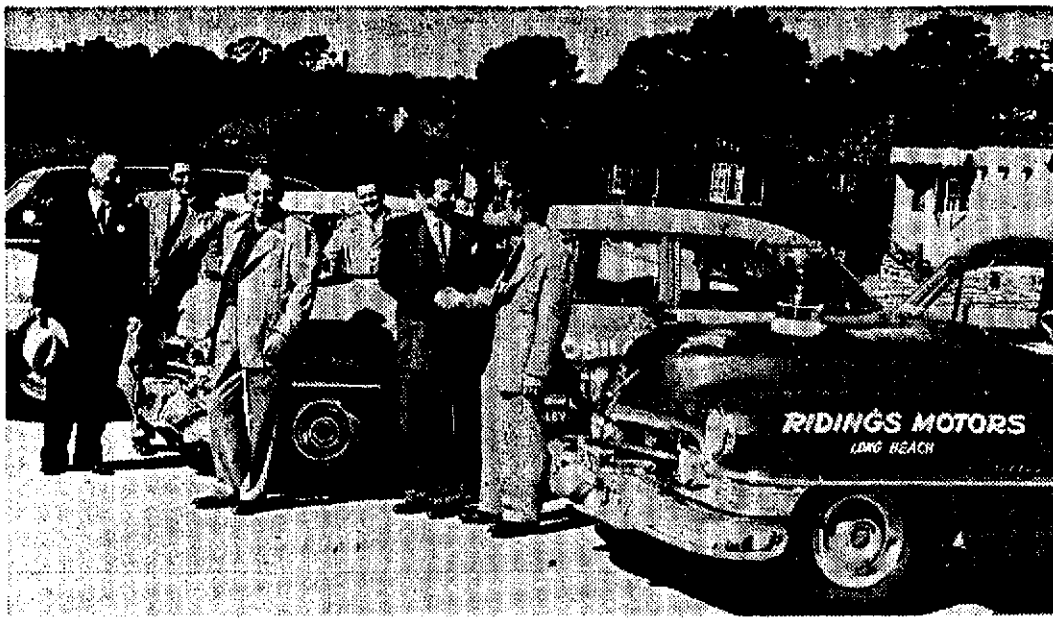
Teen-agers Accept Traffic Rebuke

MASON CITY, Iowa. (CP) Youngsters at Mason City High School apparently are more convinced than their parents of the need for punishment of teen-agers guilty of reckless driving.

When the licenses of several young drivers were suspended, their parents called the high school complaining that police were "persecuting" their children.

The student council answered by adopting a resolution giving notice "that any action taken by the law enforcement agencies of the city of Mason City to protect its citizens from the reckless driving of teen-agers will be accepted as necessary to the safety and well-being of the community."

The council also appointed a committee to direct a campaign using posters, moving pictures and talks by highway patrolmen to promote traffic safety.



TOPS IN FOUR CLASSES—Cadillac's four class winners, the "75," "60" Special, "61" and "62," winners of Classes G, H, I and J in the world-famous Mobilgas Grand Canyon run, gas economy tests, are shown above with their sponsors. Left to right, they are D. W. Hoferer, driver of the "62"; Art Eliot, A. C. Pillsbury, contest board regional director, American Automobile Association, which sanctioned the event; W. McArty, driver of the "75"; Donald Moran, Hermosa Beach Cadillac dealer, and Bud Riding, Long Beach Cadillac dealer.

Synthetic Rubber Research Develops Formula to Give Tires Longer Life

NEW YORK. (NEA) Synthetic rubber is probably here to stay, even though it still can't match the natural product for all purposes.

In the fumbling early days, it took three synthetic automobile tires to equal the performance of one made from natural rubber. Now an improved variety of the man-made stuff is in wide use for tire treads because of the superior wearing qualities.

Then there's butyl, a special-purpose synthetic used chiefly for inner tubes. Butyl tubes are enjoying high favor because they hold air 10 times as long as natural rubber and are more resistant to tearing, aging, weathering and chemical deterioration.

Other special synthetics have gained a definite place as virtually tailor-made items for particular needs: Industrial belting, wire insulation, footwear and garden hose are samples. Combinations of rubber and plastics are being developed for numerous articles.

QUOTA SURPASSED

Yet, this widening use doesn't mean synthetic rubber has caught the public fancy. Actually, it's having a hard time living down its wartime reputation for low quality. But however that may be, the man-made product doesn't seem likely to disappear from the U. S. economy.

Last year this country consumed 382,800 tons of rubber. Something over 40 per cent—410,239 tons—represented synthetics. That's nearly twice the minimum 220,000 tons the law requires President Truman to insist be used to keep the synthetic indus-

try alive and safeguard national security.

What factors are keeping synthetic strongly in the rubber picture?

1. Defense needs above all government simply won't let the industry die when 90 per cent of the nation's natural rubber supply comes from Far Eastern areas 12,000 miles across the oceans.

Mr. Truman has just asked Congress to give him mandatory power over synthetic output for another 10 years.

2. A world shortage of natural rubber. U. S. officials figure there'll be an average annual deficit of 270,000 tons in each of the next four years. Synthetic rubber is filling the gap and is counted on to continue filling it.

3. The "price leverage" exerted by synthetic rubber on the natural product. The government sells the output of its synthetic plants at a fixed price which applies downward pressure on the world price of crude rubber. Though tire manufacturers don't shout about it, they're glad to have that lever at hand.

4. The superiority of synthetic over natural rubber in certain limited fields. This factor must not be over-emphasized. What it means is that some rubber goods makers prefer synthetic either because it lends itself well to particular uses or because they find it more uniform in quality.

CAPACITY HIGH

In the long run synthetic will have to be made a better product to hold its own competitively.

Synthetic won acceptance for tire treads where cold rubber—a standard type simply processed at lower temperatures—was de-

veloped. The industry now has an annual capacity of 180,000 tons of this long-wearing variety.

But neither this nor any other synthetic will do for tire side-walls because the man-made types build up internal heat that breaks down their structure. This incomplete make-ready service because weakness makes them unusable for heavy duty truck, bus and airplane tires.

The transportation market, accounting for two-thirds of U. S. consumption, is the one synthetic rubber has to crack to get on firmer ground.

Auto Dealers Sales of New Models to Used Car Lots Spurs Association Probe

DETROIT. (AP) The sale of new automobiles on used car lots is coming in for increasing complaint by franchised dealers.

They call the practice "bootlegging." A lot of this was done in the early postwar days and brought relatively little complaint. At that time, however, the new units brought premium prices on the used car lots. Now, it appears, they are being offered at discounts.

The factories, of course, are not shipping new cars to used car dealers. They are shipping them only to their franchised retailers. So the new cars offered in unauthorized places apparently are coming from licensed new car retailers and presumably at discounts.

This suggests some licensed new car merchants are getting more vehicles from the factories than they want or can quickly sell in their own areas. The manufacturers won't admit this.

Nevertheless, the National Automobile Dealers' Association regarded the situation serious enough to justify resolutions recently asking the manufacturers to restore territorial-security clauses in all agreements with dealers. The association also has started a campaign through local and state dealer organizations aimed at dissuading buyers from getting new cars from any but authorized dealers.

GUARANTEES LOST

In this drive emphasis is placed on the fact the person buying a new automobile from an unauthorized new car dealer not only sacrifices the manufacturer's warranties but also risks improper or same weakness makes them unusable for heavy duty truck, bus and airplane tires.

A spokesman for one of the manufacturers said a few days ago, "Of course, where we find any dealer getting more cars than he can handle, we would reduce shipment to him." At the same time, however, he added that his

company's dealers have far fewer cars in stock than they should have for the impending spring sales upsurge.

Informal comments indicate the manufacturers are not keen about again writing territorial-security clauses into their selling agreements with the retailers. Apparently to anticipate a possible challenge as to legality of these clauses, General Motors some months ago announced they would be omitted from the agreements.

The suggestion from some quarters that the threat of franchise cancellations might discourage car bootlegging also appears to meet with little approval in manufacturing sources. Some industry experts doubt such action could be carried out without inviting lawsuits from the dealers involved.

Most recent surveys indicate cars actually in dealers' stocks and in transit to dealers totaled almost 500,000 as of Feb. 1. That's an increase of nearly 80,000 since last Dec. 1.

Automotive News, which recently surveyed the field stock situation, asserted this week that stocks of a few makes of cars have reached a high point in certain areas.

Probably that explains why some retailers are willing to sell cars below list price, but still at a profit, to used car dealers. It is fairly certain the National Automobile Dealers' Association would

Steals Police Car

HINESVILLE, Ga. (CP) State police questioned the judgment of Mrs. Edna Jean Carter, 27, who pleaded guilty to automobile theft. She stole a patrol car.

not be campaigning as vigorously as it is against bootlegging if the practice were of only minor proportions.

GOOD YEAR
TIRES

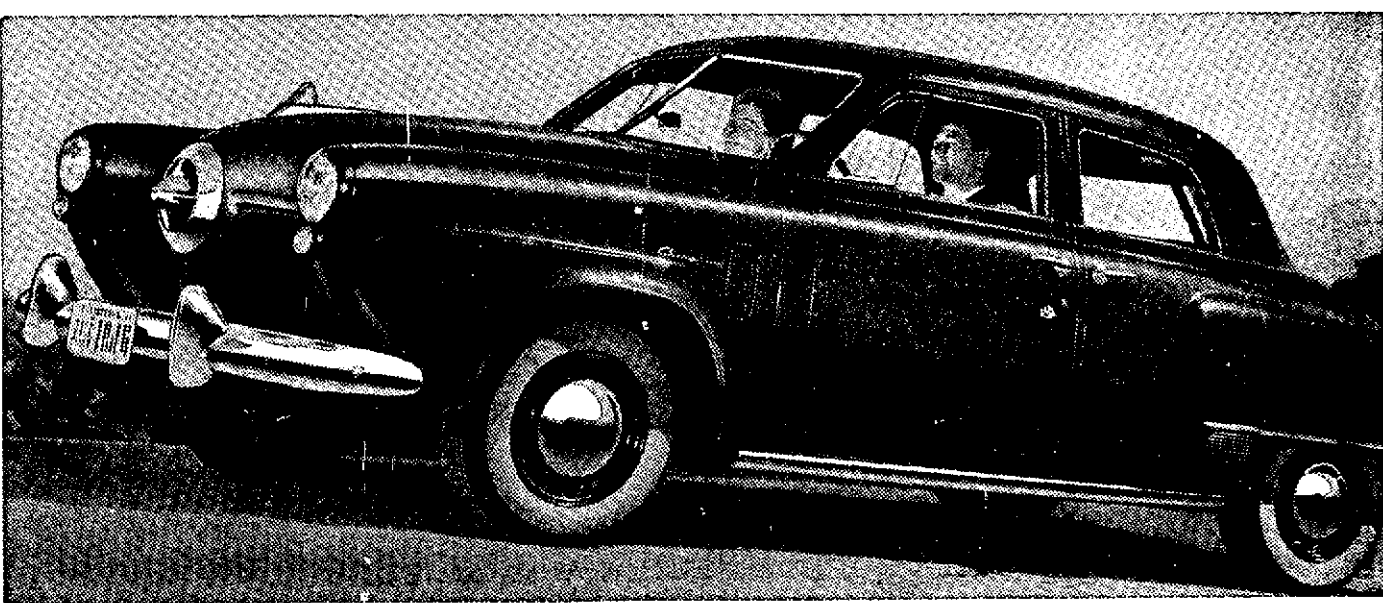
STOP

HERE FOR THE
BEST
BRAKE JOB
IN TOWN

This Month Only
Reg. \$17.50 Brake Job
FOR 12⁹⁵

All Hydraulic Brakes
Includes Lining and Labor
• EASY TERMS •
GOOD YEAR
UNI-BOND PROCESS
BRAKE LINING
• 50% More Wear
• 15% More Lining Area
• No Rivets to Score Brake Drums

GOODYEAR SERVICE
STORES
444 E. Anaheim • Ph. 6-2279



Get All Your Money's Worth...Get
The new 1950 Studebaker

MOST MILES
PER GALLON

MOST SMILES
PER GALLON

Top mileage per gallon in gruelling Economy Test Runs is a traditional Studebaker accomplishment... giving convincing and repeated proof of leadership in fuel economy. But there's more on the thrifty side of the ledger too. Owners' records show amazing freedom from costly repairs... another important item in making the new 1950 Studebaker your best pick — by arithmetic!

Studebaker's new "Miracle Ride" is a marvel of smooth comfort... "levels" bumps, "straightens" curves, tests your muscles, quiets your nerves. Furthermore, you need not be a "grunt and groan artist" to steer, park or maneuver this car with the slim, trim lines! To add still further to the pleasure of owning it, you find yourself the center of an admiring circle wherever you go.

AND TO TOP IT ALL OFF

YOU GET A KING-SIZE TRADE-IN ALLOWANCE FROM

Popular De Luxe
CHAMPION

4-Door Sedan

\$393

DOWN!

Plus tax and license
FOR AUTOMATIC OVERDRIVE
AND HILLHOLDER ADD \$25
TO DOWN PAYMENT

30 Months on Balance

ED JAMES

World's Champion
Studebaker Dealer

AMERICAN AT 14TH
LONG BEACH

TELEPHONE 64219

Showroom Open Nights Until 9!

Regal De Luxe
CHAMPION

"Starlight" Club Coupe
for 5 passengers

\$417

DOWN!

Plus tax and license
FOR AUTOMATIC OVERDRIVE
AND HILLHOLDER ADD \$25
TO DOWN PAYMENT

30 Months on Balance



SACRAMENTO TESTS STUDENTS — A scientific device, long used by the Air Force in pilot examinations, is utilized in student driving classes of Sacramento high schools. The instrument tests the ability of a person to align the little cars from a distance by pulling the two strings. Operating the machine is Patricia Coley. Tom Moore, left, and Gene Elm are the observers. (Associated Press Photo.)

WE HAVE A NICE ASSORTMENT OF LATE-MODEL
USED CARS AT THIS ADDRESS. COME IN AND
LOOK THEM OVER.

Yes! Studebaker's Really Got it! Come and Get it!



MOTORIST MODE—
Julie Lunt's navy rough straw picture hat features a wide band of white ribbon as a roadway for the 1950 auto perched atop the brim. The motorized bonnet appeared at the Fashion Academy in New York City.

Auto Plates to Shine
AUGUSTA, Me. (U.P.) Maine's 1950 automobile license plates will shine in the dark. Made of aluminum, they will be coated with a reflective material that will pick up the headlights of approaching cars more than 1200 feet away.

Buyers' Market Returns, but Car Demand Stays High

DETROIT, Feb. 25. (AP) The buyers' market is back in automobile merchandising but demand is running far ahead of earlier expectations.

With but few exceptions the car companies are reporting sales well in excess of the same period last year. This has led to a lot of speculation in trade quarters.

Some industry observers say current demand has been stimulated to no small degree by fears of shortages later in the year. These fears apparently stem from talk about the delayed impact of the coal strike and the production loss resulting from the Chrysler tie-up.

Whatever may be the reason, stocks of unsold new cars are not piling up as fast as most industry sources expected a few weeks ago.

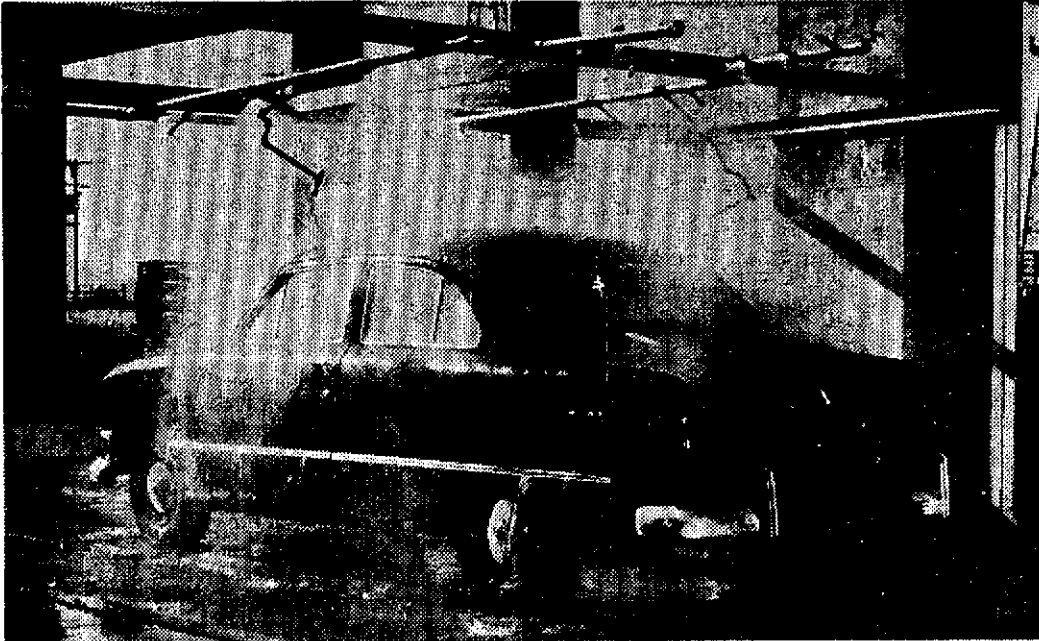
On the other hand, current high demand—before the normal high level spring selling season gets under way—may be reflected in a sizeable decline after mid-year. Some industry experts are saying car makers in the middle price area cannot expect demand

to hold up at present levels much beyond July 15.

As these sources appraise the industry outlook, the lower priced models will get a larger proportion of the market this year than they did in the 1949 record period.

Total new passenger car sales last year, as shown in registrations in the various states, numbered 4,838,000. Of that total, the R. L. Polk & Co. tabulation shows, Chevrolet accounted for 1,031,000; Ford, 806,000; and Plymouth 527,000.

Thus the low priced cars took nearly half the total market. There will be more low-priced cars in the market this year, including Nash and Kaiser-Frazer.



MAN-MADE L. B. 'CLODBURST'—Artificial clodbursts working under 70 to 80 pounds pressure drops deluge on new 1950 Ford in testing area at Long Beach Ford assembly plant. Non-Southern California weather is part of colorful display of test equipment which visitors may see at plant on regularly conducted tours. Simulation of toughest road conditions and driving hazards is done to insure quality in local assembly plant production.

Long Beach Ford Plant Uses 'Buck Rogers' Test Gadgets

THE MORE colorful aspects of 20th-century automotive engineering, ranging from a kaleidoscopic panel of flashing lights to 10-thousandth-of-an-inch measurements and a high-pressure rainfall of clodburst proportions, are shown visitors at Ford Motor Company's Long Beach assembly plant.

It is part of a show covered in an invitation issued by the plant for the general public to see the latest in pre-delivery inspection methods in action.

When the visit is over, the visitor has seen demonstrations of modern technical equipment that long has been in operation at the Long Beach plant plus a few new micro-second techniques that insure the building of quality in the 1950 Ford.

The flashing panel lights, similar to that of a submarine's "Christmas tree" showing the status of valves in the boat by lights, is part of the "roadability tester," now in its second year of operation at the end of the plant's main assembly line.

Here all cars are driven off the line and onto the tester which simulates high road speeds to check wheel alignment. When the man in the pit sees the board

clear of lights, he knows the wheel alignment is perfect. In addition to this, electronic control meters automatically duplicate the action of the lights.

The forced clodburst comes as each car is driven through an artificial rainstorm to test for leaks. Fifty-five gallons a minute pour down on each car at between 70 and 80 pounds pressure.

Led by guides, visitors see the gleaming steel tables of the inspection laboratory at the Long Beach plant where spot checks of all 1950 Ford parts purchased locally in the company's \$60,000,000 west coast purchasing program are measured for size and specification.

The guide points out the three-inch-thick steel table, balanced at absolute level, where measurements and testing technique are carried out. Here wheels, door handles and tie-rods, for example, are checked for angle correctness, fitting depth and contour accuracy.

Also demonstrated is daily use of their huge 14-dial tester for all electrical equipment which goes into the 1950 Ford. Starters, generators, gauges, distributors and all other electrical parts get a complete workout under simulated operating conditions on the seven-foot-long, three-foot-high machine.

CASTINGS TESTED
In another corner of the lab a stubby gear-driven plunger which force-tests the strength of all castings and forgings which later are fed into the assembly line for installation into the car was demonstrated. This tester, in actuality, forces a small steel ball into the casting and millimeter measurements of the impression under a microscope gives the strength of the casting.

Added to this is the most recent addition, a machine that automatically checks the balance of tires before they are installed on the car.

Aubrey L. Edwards, Long Beach plant manager, points out that these testing techniques are part of the plant inspection department's tests on every unit that comes off the local plant's assembly line.

"We are in business to produce a quality unit," said Edwards, "and we have the finest engineering researchers in the country to be sure that we get it."

Edwards urged any persons in the Southern California area interested in seeing the colorful testing operations during the assembly of the cars to visit the Long Beach plant. Visiting tours are held twice daily, five days a week, at 10 a. m. and 2 p. m. The plant is located at 700 Henry Ford Ave., in Long Beach, next to the new Terminal Island Bridge.

Gas Tank Gives Up Silver Dollar Hoard

JACKSON, Miss. (U.P.) A mechanic here received the surprise of his life when he took the gas tank off a car and \$125 in silver dollars came tumbling out.

Two Memphis, Tenn., men, Barney Costello and Pete Carroll, had asked the mechanic to remove the tank. When the money came out, they hastily explained they were following an old western custom. They also explained to the sheriff, two deputies and a city detective who came to investigate.

Costello and Carroll said out west it isn't unusual for a car owner to drop silver dollars in his gas tank as a reserve against the day he trades for another car.

Sheriff Albert Jones had heard of the custom, so the men were allowed to go on their way.

Defective Exhaust Teaches Lesson

SPOKANE, Wash. (U.P.) Oliver Hauschild decided it wasn't worth the risk and let a tow-car haul his car to a garage for repairs after it nearly claimed his and his 4-year-old daughter's life.

Little Karen was revived by a fire department inhalator crew after she had been overcome by fumes from the car's faulty exhaust.

The next day Hauschild drove the car downtown to a garage but keeled over before he made it. He also was revived.

Patient Wait Brings Auto for 99 Cents

MADISON, Wis. (U.P.) Oscar Otis figures it really pays to be patient.

He proved it by waiting all night in front of a Madison used-car lot that offered a car for 99 cents.

Otis outlasted two University of Wisconsin students during the night and at the noon deadline turned over his 99 cents.

As he drove off in his 1931 sedan, Otis murmured, "Now I can stand a little more sleep."

Station Attendant's 'Minute' Too Long

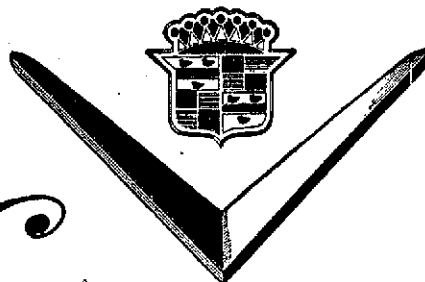
CHICAGO (U.P.) Robert Walshlager, a filling station attendant, busied himself in the back room of the station.

"Is anybody around?" called a voice from the front.

"Yes, I'll be out in a minute," Walshlager replied.

A minute later he was out and so was the "customer," taking the \$325 cash register with him and its \$100 contents.

Cadillac



WINS SWEEPING VICTORIES In Mobilgas Grand Canyon Economy Run!

THE RECORD

(CERTIFIED BY CONTEST BOARD—AMERICAN AUTOMOBILE ASSOCIATION)

PRICE GROUP:

DIVISION "G"	1950 SERIES 61 CADILLAC SEDAN—
Price Range: \$2951-3150	22.972 MILES PER GALLON
DIVISION "H"	1950 SERIES 62 CADILLAC SEDAN—
Price Range: \$3151-3750	22.525 MILES PER GALLON
DIVISION "I"	1950 60 SPECIAL CADILLAC SEDAN—
Price Range: \$3751-4500	22.80 MILES PER GALLON

In Competition With All Other Makes of Cars Entered Regardless of Size, Weight or Price Class, Cadillacs Placed 2nd, 3rd, and 4th in the Sweepstakes

ON FEB. 17, the finest models of virtually every automotive manufacturer were entered at Los Angeles in the world's most exacting and accurate test of operating economy—the Mobilgas Grand Canyon Run. Each car was a stock model, identical to those now in the nation's showrooms. Under strict A.A.A. supervision, and with amateur drivers at the wheel, these automobiles ran a rugged course 751 miles in length—spanning a wide diversity of driving conditions in traffic and on the open road.

Three 1950 Cadillacs—all of different series—

traveled this course in direct competition with every entrant in their respective price fields. The results were simply amazing!

Each of these Cadillacs averaged well over 22 miles per gallon of gasoline—easily winning first place in all of the above three classes!

But when the final tabulations were in for all cars, an almost unbelievable fact was revealed:

Three of Cadillac's leading series—the 61, 62 and 60 Special—had actually delivered better performance per gallon of gas than all but one

of the lower priced cars—regardless of make, weight or price!

Never has there been such powerful testimony to the fact that Cadillac—with all its luxurious size and undisputed distinction—is one of the world's most economical cars to own and operate!

Here, indeed, is eloquent reason for carefully considering whether this might be the year for you to end all compromise and move up to Cadillac. Your nearest Cadillac dealer will gladly show you the magnificent new 1950 models.

ALL CADILLAC CARS ENTERED WERE EQUIPPED WITH GM HYDRA-MATIC DRIVE!

RIDINGS MOTORS

Fifteenth and American Ave., Ph. 7-2241

Auto Engineers Constantly Seek to Improve Cars

DETROIT. On the streets of U. S. towns where motor vehicles are manufactured today are many cars and trucks using mechanical features that won't appear on regular models until a few years from now.

They are vehicles being tested by "development engineers" whose job is to design advanced features for tomorrow's cars and trucks.

The way U. S. automotive firms go about improving their vehicles is unlike that of any other nation. It helps explain why, since about 1910, American automotive firms have led the world in technical advances.

A British automotive engineer, after studying these U. S. methods, once summed them up by saying that, here, groups of junior engineers are given responsibility over various sections of their vehicle—and if they think their bosses' ideas are lousy, they are expected to say so, and prove it. In a typical U. S. automotive firm, one group of engineers works only on engines. Other groups work on the transmission, axles, electrical items, body, chassis, or accessories.

GROUPS DIVIDED

Each group is subdivided. In the chassis division, for instance, one engineer handles only frame and suspension design. Others may work on brakes, springs, riding and steering qualities, or wheel and tire problems.

A separate group tests performance and durability of items designed by the various groups. Another group works only on noise and vibration problems in all parts of the car.

Older engineers head the various groups, but generally the engineers in the subgroups are relatively young—from 33 to 45 years old. Usually they must have at least six years of engineering experience, including work on manufacturing problems, before they're assigned to parts design.

Each engineer learns all he can about his specialty—from company suppliers, laboratory and field tests, and from studying rival makes of vehicles.

Many ideas for new parts designs come from company research laboratories and "advance design" departments, which try to look far ahead on ideas for future improvements.

It's the job of development engineers to take ideas from all possible sources and translate them into actual working parts for vehicles that will be built in the next few years.

One firm recently abandoned efforts to develop a new rear axle after spending two years and \$150,000 on the project.

In another case, one company spent six years and almost a million dollars to develop a better engine. The firm built eight different kinds of new engines, four types of fuel intake systems, two kinds of crankshafts, and many other special items, before it got results.

But automotive firms have learned to let their engineers go ahead on costly research if there's even a faint hope it will succeed. For they've found that an idea which failed in the past may succeed when a new engineer gives it a different twist.

And even if he fails, the engineer has learned what not to do the next time he tackles a similar project.

So while they fail four times out of five, the engineers who work on new features for tomorrow's motor vehicles keep coming back with new ideas.

And the fifth time they try, they hit the jackpot—and some U. S. car or truck gets another improvement.

Engineless Autos Seen by Scientist

CAMBRIDGE, Mass. (U.P.) The work of a Massachusetts Institute of Technology professor may take the motor out of the motor car.

Dr. A. R. Von Hippel says a chemical crystal the size of an overnight case can be used to store up 100,000 volts of electricity which can be used to power an automobile.

Use of stored electric power would eliminate gear shifting and slash the cost of cars with involved conventional engines, he claimed.

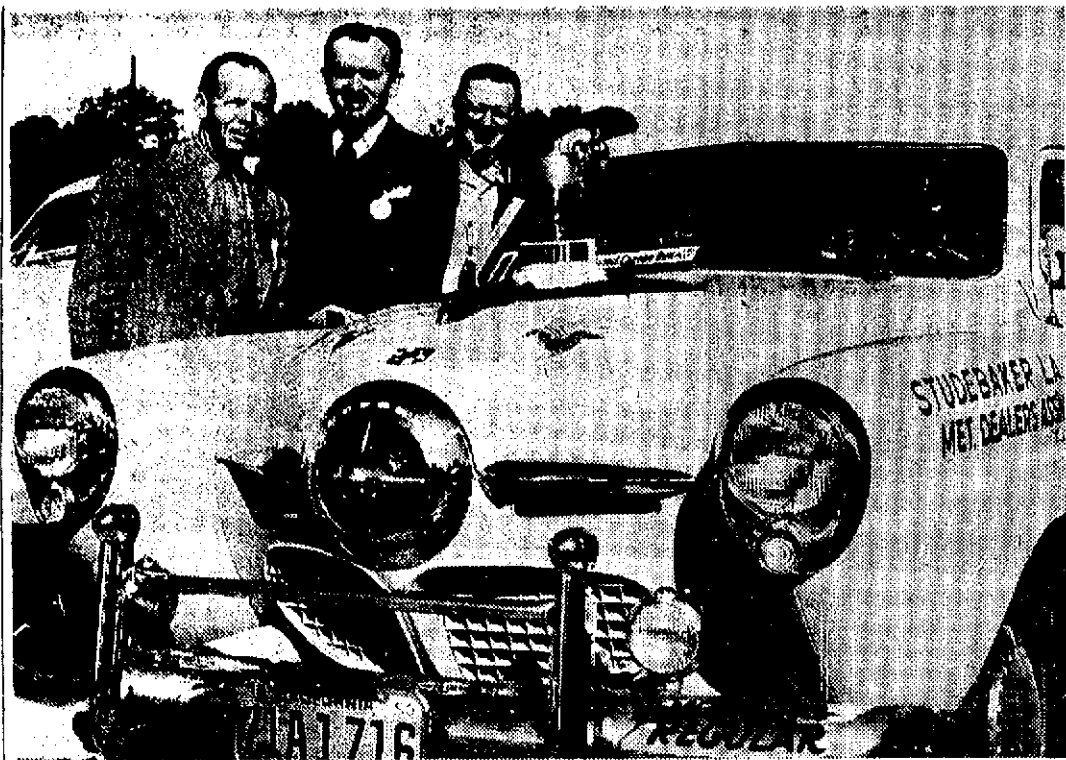
Crystals made of barium titanate, a material that looks like ordinary porcelain, can store 10,000 times more electricity than conventional condensers, Von Hippel said.

New Parking Meter Device Halts 'Bribes'

CHICAGO, (U.P.) The International City Managers Association reports that a new gadget has been developed to thwart motorists who drop extra coins into parking meters for the privilege of parking overtime.

The association says a Seattle inventor came forth recently with a magnetic device, which locks the meter when a car pulls up, and allows only one hour's parking time.

More nickels may be fed the meter at the end of the hour, but to no avail—the red flag won't go down again.



STUDEBAKER WITH AWARD—Shown above, left to right, is Clark Sanders, relief driver, Vic Del Come, service superintendent for local dealer Ed James and official driver of the Champion and Vic Schootow, service representative of Studebaker Pacific Corp., with the trophy won by the Champion which got most miles per gallon, regardless of weight, on the 1950 Mobilgas Grand Canyon Run.

Auto Production Hits High Pace

DETROIT, Feb. 25. (U.P.) Despite strikes and dwindling coal piles, the auto industry has built 1,013,246 vehicles so far this year.

The estimate is by Automotive News, which says current output is at the rate of 6,000,000 vehicles a year. Last year United States factories built 6,238,000 cars and trucks.

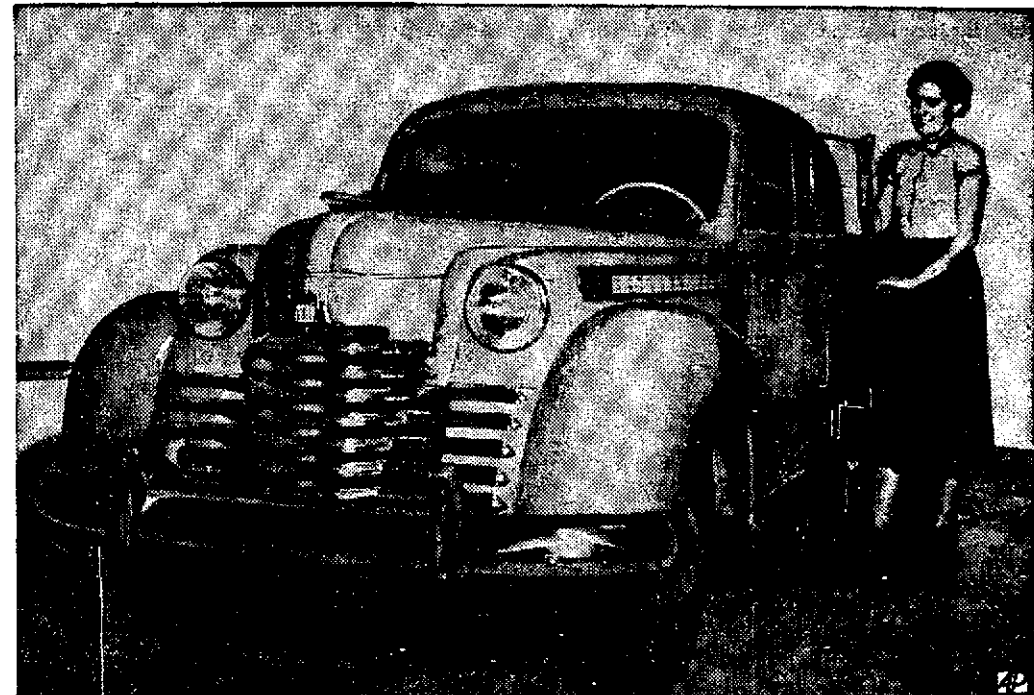
The trade paper puts this week's assemblies at 94,637 cars and 22,864 trucks. This compares with last week's 92,701 cars and 23,306 trucks. It adds that cutbacks because of the coal situation are in prospect next week at other plants besides Ford and Packard.

'Drunken' Trucker Had a Point There

CEDAR FALLS, Iowa. (U.P.) Cedar Falls police still mutter about the case of the "drunken truck driver" and the low-hanging branches.

The department was alerted to watch for a truck loaded with new cars which was "weaving all over the road." They thought the driver was intoxicated.

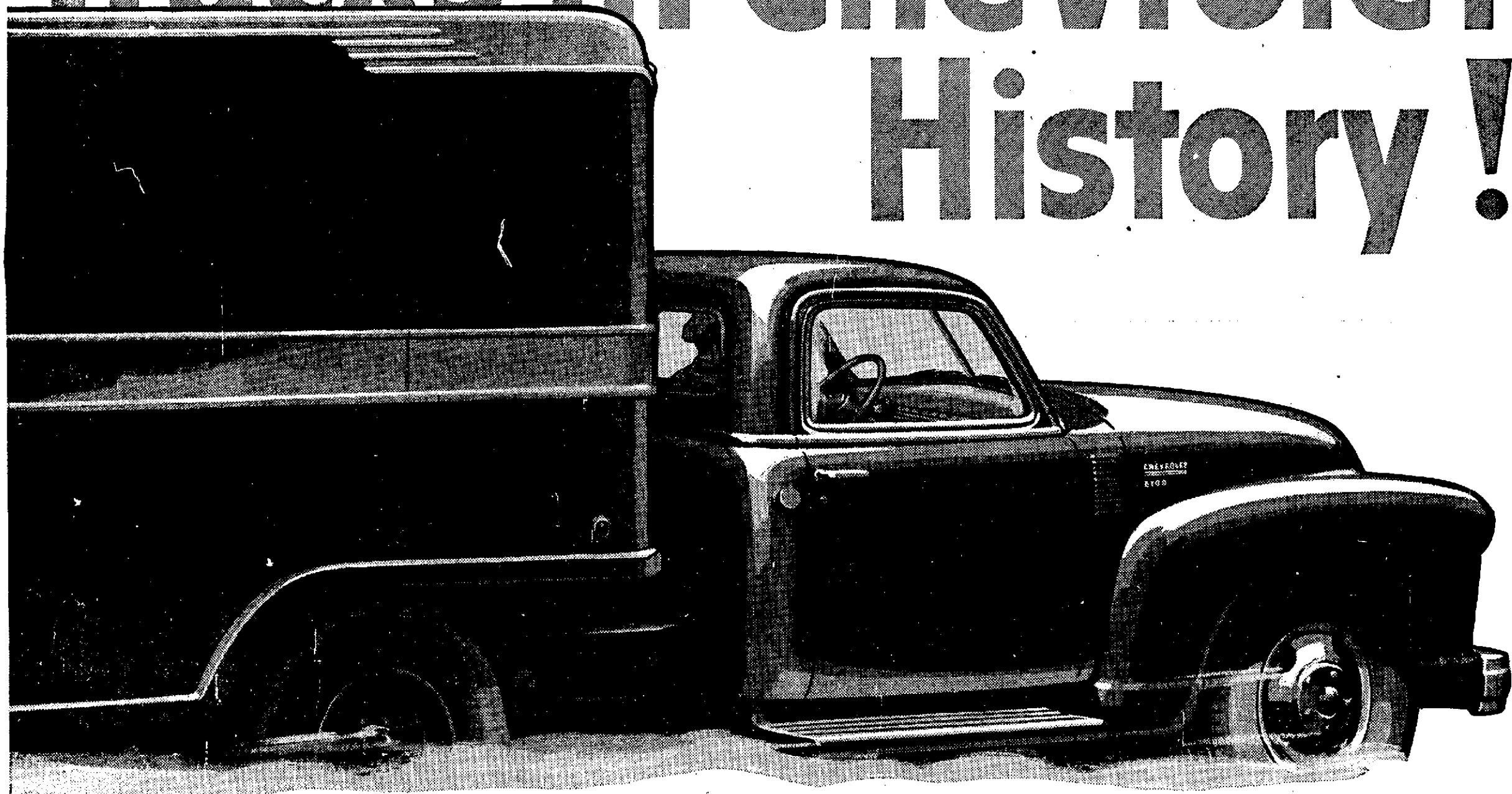
Police spotted the truck and noticed the erratic driving. They



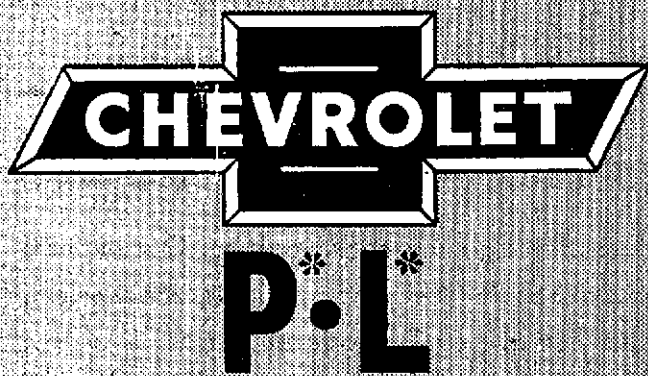
NEW GERMAN AUTO—Prospective automobile buyers in Europe were given their first showing of the new 1950 Olympia sedan, placed on public exhibition at the Opel plant in Ruesselsheim, Germany. Styling of the Olympia reminds of American designs of the late 1930s but its performance is distinctly postwar—70 miles an hour top speed and 25 miles per gallon.

stopped the truck but there wasn't a trace of liquor on the driver's breath. "If someone would trim the low branches along this road," he told the officers, "I wouldn't have to weave all over the road to avoid scratching these new cars." He was released.

MOST POWERFUL Trucks in Chevrolet History!



Great new performance with Chevrolet's Advanced LOAD-MASTER "105" Engine



ADVANCE-DESIGN TRUCKS

BEACH CITY CHEVROLET CO.

1800 EAST FOURTH STREET—PHONE 7-2766
LONG BEACH, CALIF.

Never before such power. Never before such value. It's the big new Load-Master 105-h.p. engine—built to carry Chevrolet trucks even further ahead in user preference.

Here is the kind of power that speeds up schedules, completes more deliveries, cuts total trip time.

The famous Thrift-Master engine boasts new brawn too! A husky 92 horsepower, it sets new standards of performance for the light- and medium-duty truck field.

Saves You Time on the Hills • Saves You Time on the Getaway • Saves You Money all the Way

And it is the same old miser on gas, oil and upkeep!

With these two great valve-in-head engines, Chevrolet advance-design trucks give you more performance, more features, more of everything that matters to you. All this and the lowest list prices in the field as well!

Come in and see them. Whatever your need—whatever truck model best suits your business—remember this: Chevrolet now offers you *more power than ever!*

***PERFORMANCE LEADERS • *PAYLOAD LEADERS • *POPULARITY LEADERS • *PRICE LEADERS**

GEO. E. HOOVER, INC.

601 AMERICAN AVENUE—PHONE 6-5291
LONG BEACH, CALIF.

HARBOR CHEVROLET CO.

601 EAST ANAHEIM—PHONE 6-3293
LONG BEACH, CALIF.

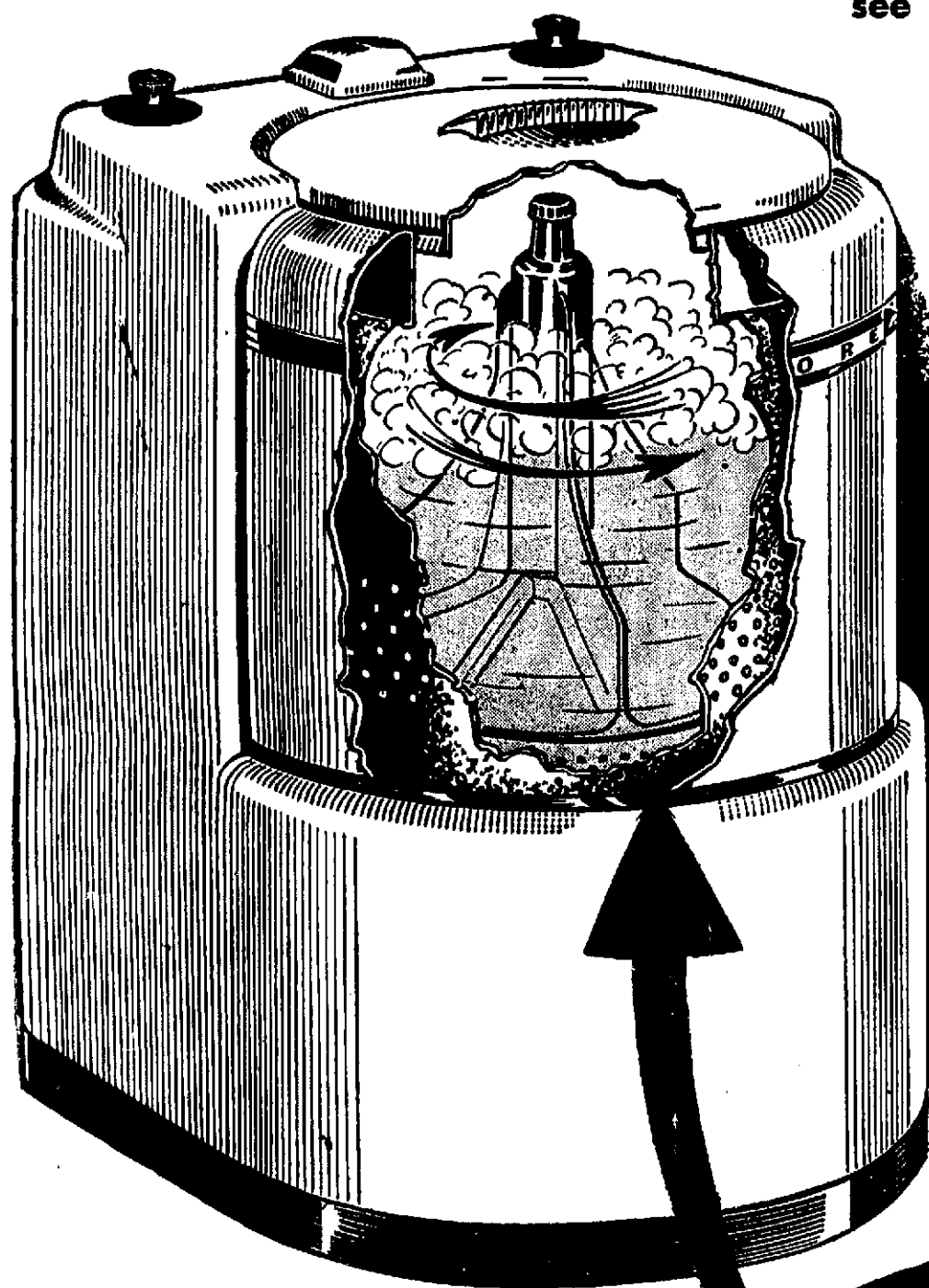
OPEN MONDAY AND FRIDAY 12:30 NOON TO 9:15 . . . OTHER DAYS 9:30 TO 5:30



SAVE SAVE SAVE

SHOP AT SEARS AND SAVE

NOW Available!
For immediate delivery



see it demonstrated
at Sears!



Depth Selector
Use full 16 1/2 gallons of hot water for full load or any depth, as necessary, for those extra, small washings!



Top Loading
'Kenmore' saves bending, stooping, energy. Loads faster, easier, more evenly! Loads through top opening.



Flexible Cycle
Set washing time from 2 to 20 minutes, as desired! Repeat, shorten or lengthen operations by turn of dial!

GENTLE Washing Action

No beating, no tumbling, no rubbing! Agitator action forces out dirt safely, gently. 'Kenmore' is really the best!

Complete with
"Suds Saver"!

FULLY Automatic Washer

214⁹⁵

Includes
Normal
Installation

Only \$10 Down

Sears Easy Terms, Usual Carrying Charge

Open Monday and Friday 12:30 to 9:15
Other Days, 9:30 to 5:30



*for 30¢ a day
you get*

TOP SAVINGS AND CONVENIENCE—PLUS
ASSURED DEPENDABILITY AND LONG LIFE

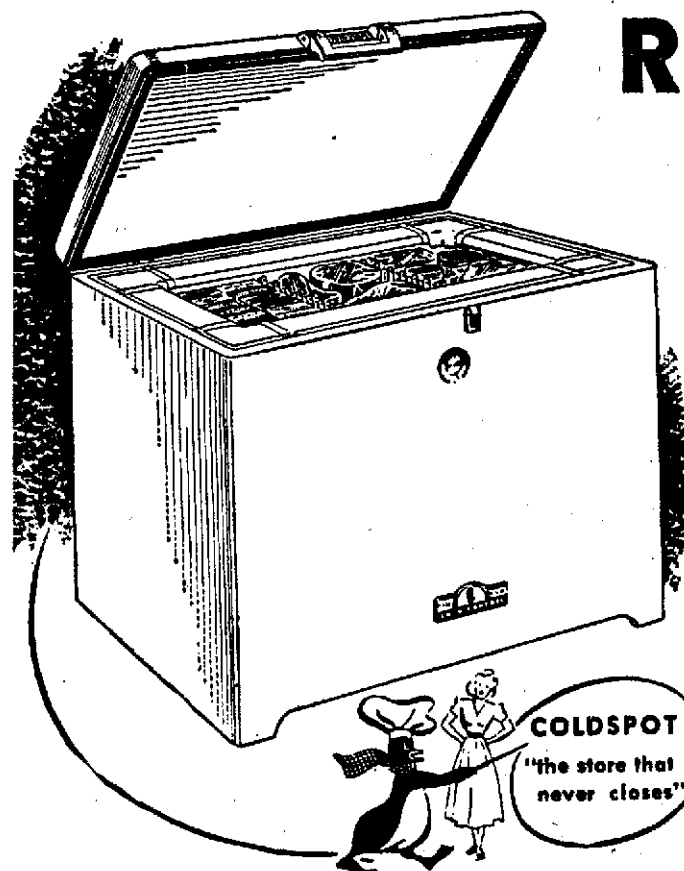
Monday **LAST DAY**
of this **BIG SALE!**

Big 7-cu.-ft. size
Reg. 179.95

Coldspot
169⁸⁸

\$5 down
Easy Terms
Usual
Carrying
Charge

Hurry, don't miss this grand savings!
Enjoy the luxury of a new 1950 family
size Coldspot. More food storage space,
more time-saving features, more built-
in quality! With 5-year protection plan!



Regular 214.95

**"Coldspot"
Freezer**

189⁸⁸

Only
\$5 Down
Sears
Easy Terms,
Usual
Carrying
Charge

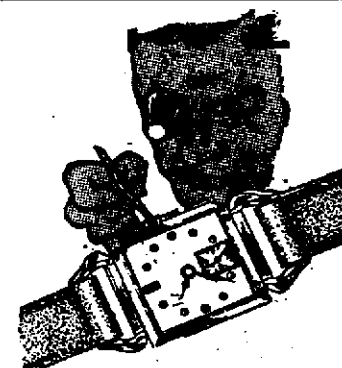
Monday **LAST DAY** at this price!

Take advantage of this special low price and save! A modern, beautiful, efficient 'Coldspot' freezer, 6.2-cubic-foot size, stores 210 pounds of frozen foods. Has welded all-steel cabinet, adjustable cold control, two compartment dividers, temperature indicator. With Sears 5-year Protection Plan. Come in, see it now! You always save when you shop at Sears!

Sears Guaranteed Watch Repair

Bring your watch to us for cleaning and repairing. Our experts are fully equipped to handle that fine, delicate mechanism. Prompt, courteous service at a really moderate cost.

Sears Long Beach, American Avenue Entrance



"Satisfaction guaranteed or your money back" **SEARS**

AMERICAN at FIFTH
PARK FREE PHONE 6-9721

Press-Telegram Southland Magazine